BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

WTIC
★
50,000
WATTS
★
1060
KILOCYCLES
★

CONCENTRATE your selling efforts on New England NOW! This territory is NOW giving OUR clients a splendid return on their sales campaigns over our station.

WTIC, the only powerful radio station in the entire rich New England territory, retains a responsive audience, year in and year out, because of reliable, high-class station performance.

Write for booklet

THE TRAVELERS BROADCASTING SERVICE CORPORATION
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS
HARTFORD » CONNECTICUT «» ASSOCIATE N » B » C

An Open Letter to Advertisers

From Five to Fifty Kilowatts

WCCO will have in operation in the summer of 1932 one of the finest fifty-kilowatt transmitters in the world—a masterpiece of Western Electric engineering. Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area—sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

W C C O

Northwestern Broadcasting, Inc.

Minneapolis, Minnesota

H. A. BELLOWS, Pres. **E. H. GAMMONS, V. Pres.**

We have the TALENT . . . and the WATTAGE to do an outstanding Advertising Job for You

WLW "the Nation's Station"

"The Sonneteers," one of WLW's popular orchestras, has won many friends all over the country with their delightful musical entertainment.

Mary Steele, popular "blues contralto," is typical of the splendid talent at WLW.

The inimitable wit and humor of Sydney Ten Eyck, WLW Master of Ceremonies, have won him a vast radio following.

RADIO entertainment suitable to your product and your market is available in our extensive staff of outstandingly brilliant radio artists. "Blues Singers," red-hot orchestras, comedians—any and every type of radio amusement is provided at WLW. Announcers, specially picked for their delightfully pleasing voices, tell your story interestingly and convincingly "from near the center of population" to Mr. and Mrs. Purchaser. Learn more about our popular 50,000-watt station from our 72-page portfolio, sent free on request.

NEAR THE CENTER . OF THE DIAL .

NEAR THE CENTER . OF POPULATION .

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President — CINCINNATI

Using Radio Correctly

This station is vitally interested in the success of its advertisers. If we can't make our station pay we can't get contract renewals, and those renewals must necessarily mean our continued success.

Consider These "4" Points

1. Correct program idea
2. Correct merchandising idea
3. Correct selection of time
4. Correct selection of station

Our representatives, all trained radio advertising men, are well qualified to assist you in the correct solution of *your* radio problems.

The Air Theatre

Western Key Station of the Columbia Broadcasting System

WBBM

2500 Watts
770 Kilocycles
Clear Channel

CHICAGO

QST

The
Only Advertising Medium Which
Gives Adequate Coverage of the Country's
Technical and Engineering Interest in Radio

QST is published by the American Radio Relay League, Inc., West Hartford, Connecticut. It is the oldest radio magazine in America. Its circulation is several times that of any other technical radio periodical. It is the world's foremost authority on radio work in the higher frequencies. If you are a manufacturer of radio equipment or a producer of materials used by radio manufacturers, QST can be of value to you. We solicit an opportunity to present our case.

FREE TO RANGE

where the grass is greenest

To executives who have to make every dollar spent in advertising deliver 100 cents value:

Today, radio, the important new sales producing force, enters a new phase. This modern method makes it possible to select your radio media just as you select your media in other fields of advertising. Moreover you can broadcast in each territory at the hours when you have the biggest audience — regardless of variations in local time.

This is the World Broadcasting System's answer to that pressing question: "How can I reduce distribution costs?" We offer you a choice of over 250 leading radio stations from coast to coast. Half of these are equipped to broadcast by the new Western Electric Noiseless Recording.* This latest method of broadcasting is a development of the Bell Telephone Laboratories, bringing hitherto unrealized quality and distinction to a radio performance. *Write for further information.*

WORLD BROADCASTING SYSTEM INC.

TRADE MARK REG. U.S. PAT. OFF.

* Used by national advertisers such as Coca Cola, General Mills, Drug Inc., etc.

World Broadcasting System, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto · Washington Bldg., Washington, D. C. · 1040 North Las Palmas Ave., Hollywood, Cal.
6-242 General Motors Bldg., Detroit · *Production Studios:* New York, Washington, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 2 | WASHINGTON, D. C. | JULY 15, 1932 | $3.00 PER YEAR—15c A COPY

Radio "Scoops" World at Chicago Stadium

By MARTIN CODEL

Fine News Coverage and Technical Work at Conventions Protend Lively Sponsored Campaigns on the Air

THE "RADIO ERA" in American politics, heralded in 1928 and gaining impetus in the intervening years as broadcasting proved its worth as a medium for arousing interest and getting out the vote, is now fully under way. From now until the November elections, politics will hold sway on the air, bringing to broadcasting an additional and much-needed source of supporting revenues.

The tremendous investments of time and money by networks and stations in the handling of the recently concluded Republican and Democratic national conventions at Chicago Stadium may soon be compensated—to some extent at least—by the budgets which the national and local parties and their candidates will apply to the purchase of broadcast hours.

Expenditures Undecided

EXACTLY how much the politicians will spend on radio, and how and where they will spend it, remain to be decided. At this writing they are busy clearing away the embers of their respective Chicago battles and organizing for the larger fray this fall. It may be stated, however, that both Republicans and Democrats plan to handle their radio "accounts" through specialists, probably placing them through advertising agencies as they have placed some of their speakers in the last few years.

These specialists remain to be chosen, but it is practically certain that Paul Gascoigne, an official of the Chesapeake and Potomac Telephone Co. in Washington, who handled the Republican convention broadcast arrangements and the Republican radio campaign in 1928, will again take the helm for the Republican National Committee. The Republicans, incidentally, have established Chairman Everett Sanders in the Palmer House, Chicago, which will be the campaign headquarters, with branch offices in New York and Washington.

Democrats have moved their Washington headquarters to 331 Madison Ave., New York, though they will also have offices in other cities, including Washington. Chairman James A. Farley of the Democratic National Committee has yet to select his radio chieftain.

CONTROL and announcing booths overlooking Chicago Stadium from which broadcasts of the national political conventions were carried to the listening world.

Networks and individual stations will be used in the national campaigning, and it is likely that transcriptions for the spot placement of particular speeches and programs will also be contracted for. Locally, the political accounts will as a general rule be handled as between the candidates' own headquarters and the stations they want to use.

Public Lauds Coverage

IF ANY further proof of the efficacy and interest-rousing capacity of radio in politics is needed than the way the networks and stations handled the recent conventions, this observer, who attended the sessions of the Democratic convention, misses his guess. NBC and CBS and the four independent stations that carried the conventions were on the air nearly 60 hours each, covering the two big events. The public reaction, evidenced in comment heard on all sides and deluges of telegrams to the broadcasters, furnishes ample evidence of the high place radio has already achieved in the handling of politics.

Not another country in the world, whether radio is a governmental monopoly or a private enterprise, has ever had the advantage of such remarkable handling of a news event so that citizens in every nook and cranny in the land and people at the far corners of the earth could follow the momentous happenings in variest detail. Hardly a murmur in the proceedings escaped the microphones and amplifiers. The convention broadcasts, especially those from the Democratic convention, were undoubtedly the greatest single piece of news reporting in the little more than a decade since broadcasting came into being as an all-embracing medium of mass communication.

"Scoops" no less exciting than those recorded in the annals of journalism were scored by the rival networks and stations—all to the delectation of listeners everywhere. President Hoover was enabled to follow the proceedings of the convention that renominated him by means of radio in the White House. Governor Roosevelt followed the Democratic convention—even staying up during the all-night session when the radio did not cease its vigil for an instant—by the same means. It is fair to assume that each listened to the convention that nominated the other.

Technically, the convention broadcasts brought forth the greatest advances yet recorded in the short history of remote broadcasts. Lapel microphones carried about the convention floors, parabolic microphones towering above the speakers' stand, studio and control booths in full view of the entire convention hall, improvised studios in hotel rooms—all were used to bring the proceedings in every detail to the listening world.

Some Criticisms

MECHANICALLY, the convention broadcasts represented a job amazingly well done. Fairly well done, too, were the descriptive and analytical features, though they lacked something. The criticism this observer would venture—and his views are strengthened by highly competent listener-critics whom he has consulted—is that the longer periods of the conventions, and occasionally some of the short periods on the air, were filled with too much "pap"—sheer time-wasting attempts at idle descriptions by announcers who plainly knew little or nothing about politics, about the political figures passing in review or about the political significance of what was transpiring before their eyes and back of the scenes.

In a word, there were not enough interpolations of the William Hard-Frederic Wile type of intuitive, keen, penetrating, brilliant analyses in the running commentaries. There was too much time devoted to the purely descriptive—show business, if you please—by glib-tongued professional announcers whose background and knowledge of politics was all too obviously lacking. Happily, these professional announcers gave way—but not often enough—to the professional political experts whom the networks and stations were foresighted enough to have on their staff.

New Announcers Seen

THAT A new school of announcers—men who know their subject thoroughly and at the same time have the descriptive eye and authentic news sense—must develop for this kind of broadcasting, is evident. It was proved at the Chicago conventions, just as it was proved not long ago when an experienced ex-prizefighter, now a first-rate raconteur, literally "stole the show" from the professional announcer during the Sharkey-Schmeling fight.

NBC, which introduced the two

XUM

five-foot parabolic microphones specially built for the occasion, had 88 stations, some like WOR not regularly members of the network, hooked up at times. CBS hooked up 96, and scored perhaps the finest technical achievement of the whole proceeding when it introduced the eight lapel microphones, carried about among the delegates by uniformed page boys, at the Democratic convention. Broadcasting the conventions independently were WGN, of the CHICAGO TRIBUNE; WLS, of the PRAIRIE FARMER magazine; WCFL, of the Chicago Federation of Labor, and WJJD, affiliated with the Loyal Order of Moose and Hearst's CHICAGO AMERICAN.

All of these rival broadcasters agreed to exchange facilities, and the big events, like the speeches, demonstrations and balloting from the floor, were fed from the same pickups. It was a fine example of cooperative effort, yet there still remained opportunity for "scoops" and specialities that gave each distinction.

Outstanding "Scoops"

NBC, FOR EXAMPLE, scored a distinct beat when Wallace Butterworth, announcer, was right on hand with a microphone to greet Governor Roosevelt as he alighted from the plane that bore him from Albany. CBS and the other stations actually took this remote control feature from NBC and allowed due credit to go out on the air. The airport broadcast held the rapt interest of the entire convention for perhaps 20 minutes while it was relayed to the hall's public address system from the scene. NBC quietly prepared for this broadcast for four days; the idea is jointly credited to Ben Pratt, of the NBC Chicago staff, and to Frank Mason, NBC public relations vice-president.

The lapel microphone idea originated with Herbert Glover, director of news broadcasts of CBS. Officials calculated that it saved at least a day of the convention's time, for whereas voices from the floor were virtually inaudible during the Republican convention balloting they were clearly and distinctly heard throughout the Democratic convention. The eight "mikes," each about the size of a half dollar, were hurried to the scene of the speechmaking or balloting at an instant's notice. They were suspended from the rafters about 75 feet above, the wires leading to the main control that fed all who wanted the pickup.

WGN's big "scoop," which one or two of the other independent broadcasters shared, was scored the evening the platform was first read, with its all-important wet plank. By agreement, both NBC and CBS were off the air during the early part of the evening session to make way for some revenue-bearing commercials. They did not anticipate the reading of the platform before 9 p. m., and it actually was read just before they signed on at that hour. WGN carried it directly from the rostrum, the networks being obliged to put their own speakers on shortly after 9 o'clock to read the platform.

Commercials Cancelled

WCFL SCORED a beat—and had it to itself—when Governor Roosevelt, en route to the hall from the airport, stopped at Grant Park for

a public reception. WCFL had a short wave portable on hand, which relayed the nominee's talk to its transmitter. WLS specialized in the farm viewpoint, placing speakers on the air regularly from the convention to tell the farm folk the significance of what was transpiring.

The NBC log shows that it handled 58 hours of intermittent broadcasting, the Republican convention being on the air for 14 hours and 45 minutes and the Democratic for 43 hours. NBC had to cancel 56 commercial programs to clear the wires on all nets for the conventions. The NBC convention staff was headed by John Elwood, vice-president, and included Frank Mason, vice-president; Ben Pratt and Al Williamson of the Chicago office; William Hard and David Lawrence, political commentators; Floyd Gibbons, in periodical talks; Henry Burke Miller, director of news broadcasts; Wallace Butterworth and Charles Lyon, announcers, with Graham MacNamee present for part of the Republican convention; George McElrath, New York operating engineer, and the following engineers from the Chicago staff: C. G. DeVlieg, R. H. Limberg, M. H. Eichorst, W. L. States, A. M. McMahon, M. W. Rife, H. C. Luttgens, R. E. Brooks and E. A. McCormack.

Behind the Microphone

VARIOUS SPEAKERS came to NBC studios for talks and interviews, and press association and other newspapermen were frequently brought before the NBC microphones. M. H. Aylesworth, president of NBC, attended the Democratic convention along with David Sarnoff, president of RCA.

CBS reports that 69 hours and 55 minutes were consumed by politics during the three weeks from June 12 to July 2, but these include, of course, studio talks. The Republican convention broadcasts actually occupied 16 hours and 14 minutes; the Democratic, 52 hours and 25 minutes. More than a dozen commercials had to be cancelled, and CBS estimates the total

ABOVE—How the lapel microphone was used at Democratic National Convention; left to right, Herbert Glover, director of news broadcasts for CBS who originated the idea; one of eight page boys who carried the suspended microphones about the huge convention hall, and Governor W. W. Brandon, head of Alabama delegation, casting his vocal ballot into the "mike." LEFT—One of two five-foot NBC parabolic microphones rising above the speakers' stand, with George McElrath (right) operating engineer, and William Burke Miller, director of remote control broadcasts of NBC. LOWER—Artist Boris Zografoff's conception of the lapel microphone reproduced from the Chicago Herald & Examiner.

cost to it of handling the event amounted to about $100,000 for wires, overtime, personnel and the cancellation of commercials.

Lawrence W. Lowman, operations vice-president of CBS, was in charge, with Herbert Glover as his active operating generalissimo. Paul White came from New York to handle publicity and newspaper speakers, and he was assisted by L. L. (Steve) Trumbull, Chicago public relations man. Ted Husing was the chief announcer, assisted at times by Harlow Wilcox of the Chicago staff. Its political commentators were Frederic William Wile and H. V. Kaltenborn, with Mark Thistlewhaite of the INDIANAPOLIS NEWS and James L. Wright of the BUFFALO NEWS as aides in the press stand. Henry Grossman, Robert Tragoe and Charles Marhoff were the engineers.

Quin A. Ryan, manager and chief announcer of WGN, was at the helm throughout for that station, calling regularly upon CHICAGO TRIBUNE writers for talks; these included Arthur Sears Henning, Washington correspondent of the TRIBUNE; John Herrick and Genevieve Forbes Herrick—the latter giving the women's slant, a feature which the networks missed entirely; James O'Donnel Bennett, Arthur Evans, Park Brown, Kathleen McLaughlin and Oscar Hewitt.

Carl J. Meyers, WGN chief engineer, was assisted by Robert Sibold and Clyde White of his station staff. Frank Schreiber, WGN public relations man and aide to Mr. Ryan, reports to BROADCASTING that WGN was on the air 61 hours and 25 minutes for both conventions and cancelled 41 commercial programs that otherwise meant about $10,000 in revenue. WGN took both conventions without a break, devoting 15 hours and 46 minutes to the Republican and 45 hours and 39 minutes to the Democrats.

WLS, sharing its clear channel with WENR, which otherwise got the NBC programs, carried 7 hours and 25 minutes of the Republican convention and 8 hours and 50 minutes of the Democratic, cancelling about 3 hours of commercials to make way. William Cline was the chief announcer, with Dave Thompson of the PRAIRIE FARMER staff introducing the farm peakers. On hand to aid were C. V. Gregory, editor of the PRAIRIE FARMER, and T. W. Fuller of his staff, while Martha Crane, WLS Homemakers director, presented the women's viewpoint. T. W. Rowe was chief engineer, his staff consisting of Charles Nielson, William Anderson and Jack Pope.

Opportunity Overlooked

EDWARD N. NOCKELS directed the activities of WCFL, which was on the air all told about 45 hours but was enabled to postpone most of the 35 commercials, according to Howard Keegan program director. Mr. Nockels was assisted by Frank Lundquist, commercial manager, the broadcasting staff consists of Mike Flynn, chief announcer; Robert Hawks and A. P. Holmes, assistant announcers. Maynard M. Marquardt, chief engineer, was assisted by R. B. Pape of his staff.

William J. Clark, radio editor and director of broadcasting of the CHICAGO AMERICAN, handled the broadcasts from WJJD, which was on the air 20 hours from the Re-

(*Continued on page 30*)

Stars vs. Sponsors and Advertising Return

By Wm. J. MILLER
Wm. J. Miller Advertising Co., St. Louis

Featured Entertainers Often Gain Benefits of Publicity While Identity of Advertiser is Subordinated

Mr. Miller

AN ADVERTISING man here calls attention to a trend in radio advertising which he considers highly detrimental to sponsors, viz., the exploitation of talented entertainers at the expense of the advertised products. Not only does the star's popularity often obliterate the sponsor but it also leads to the over-emphasized commercial announcements, he contends.

SOME TIME when you are having a party at your house and you are at a loss for a way to entertain them try choosing the names of ten radio stars and ask how many people can tell what product they are advertising. Let's take names like Kate Smith, Bing Crosby, Alexander Gray, James Melton, Eddie Cantor, Walter Winchell, Bill Hay, Lawrence Tibbet, Ed Wynn, and Rudy Vallee. Hand each person a list containing these names and ask them to note behind each the particular product they feature, or the advertiser who is sponsoring them. You will be amazed how few can tell you just who or what is being advertised although in almost every case the name of the star is familiar to them.

This sounds like a huge joke, and it is, but unfortunately the joke is on the company paying the bills. Senator Dill, whose name has been identified with radio legislation since its inception, recently was quoted as saying that in his opinion the artists were being emphasized to the exclusion of the product they were supposedly boosting. He stated that Bill Hay is overshadowing Pepsodent and that many other personalities are being capitalized way out of proportion to their actual merit. All this to the boredom of the radio listener and to the consequent detriment of the advertiser.

Not Done in Press

ISN'T it peculiar that a big company, ably managed, will tolerate abuses in its radio campaigns that it will not allow in any other phase of its sales activity. For instance, you do not see big tire advertisers playing up in any national mediums their so called star salesmen. They realize that they would be spending their money to build up a following for "Bill Gogetter," who at any time might transfer his affiliations to some competitor. You do not see the motor car manufacturers running pictures in colors of their sales managers, nor do you see financial institutions featuring their tellers and other members of the rank and file. Why is it? Simply because they realize that it is poor policy to let an individual dominate the company in the public's mind. They want the public to be sold on their entire organization so that in case changes are made from time to time they will not be faced with the problem of reselling the public on another individual.

Yet these same companies that are so conservative in their sales and advertising policies in every other respect allow radio personalities to completely eclipse the advertiser and the advertised product. The motion picture industry is suffering today because of this shortsighted policy of allowing featured players to monopolize the public's attention with little or no recognition of the producing company. They are paying tremendous salaries to mediocre talent simply to keep some other producer from stealing a star whom they have built up.

Radio advertisers are treading the same path, and as a consequence stars are able to shift from one program to another because foolish advertisers have spent their own good money to exploit these headliners. "Clarence Crooner" can be singing on a tire program this week and a cereal program the next week, and the public is none the wiser, apparently.

The listeners are impressed with the artist and his talent, but they are a little hazy as to the identity of the advertiser and his product. In their Camel program the R. J. Reynolds Tobacco Company features Morton Downey, Tony Wons, and Jacques Renard. This is great for these three artists; thousands of dollars are being spent to advertise them without any drain on their pocketbooks.

This same R. J. Reynolds Company pursues a much more sound policy in advertising their Prince Albert tobacco on another program. The singer called "Alice Joy" and the fictitious character called "Old Hunch" contribute their efforts towards furthering the interests of Prince Albert. "Alice Joy" might die tomorrow and another "Alice Joy" could be substituted without much difficulty. Any artist with a similar voice could take the place of "Old Hunch." In any event the R. J. Reynolds Company holds control of this program. "Singing Sam, the Barbasol Man" and Pillsbury's "Street Singer" are other examples of how the advertisers are wisely subordinating the personality of the artist to their own interests.

To further aggravate the situation many of the metropolitan dailies have adopted what they choose to term defensive measures against the growing competition of radio. In their news columns they refuse to identify radio programs by trade names; they merely mention the names of the artists only, which results in a further minimizing of the advertisers' importance. What is more, the editors report that they have received no complaints from readers since they adopted this new policy, which is further proof that the artist means more than product or sponsor.

The Sponsor's Recourse

WITH THE TEST of advertising more strict and rigid than it has been of late years, and with every medium fighting for its existence, it behooves those leaders who direct the destinies of radio broadcasting to point out to potential radio advertisers the pitfalls that await those who succumb to the lure of "Big Names." It means paying exorbitant prices for programs and if the cost of such advertising is charged against the actual sales created it can't possibly be justified in the great majority of cases. No doubt, the mortality of many radio advertisers can be traced to the fact that their method of using radio was wrong rather than that the medium itself was at fault.

We hear complaints today against the preponderance of advertising in radio programs. Public resentment is said to be growing to such an extent that eventually the Federal Radio Commission will step in. In my opinion much of the trouble lies in the fact that the star of the program is so dominant that the poor sponsor is laboring under an inferiority complex. Realizing the handicap imposed, the announcer (under instructions of course) is told to bear down with all possible emphasis. There is nothing subtle about his sales talk —just strong arm stuff delivered straight from the shoulder.

Yes! It's a battle between the star and the sponsor for public recognition. The star is smarter, he sugarcoats his appeal under the form of entertainment. There is nothing for the advertiser to do but to use plain unvarnished talk delivered under high pressure. We all resent being talked to—but we will listen to a lullaby; music hath charms, etc. No! If the sponsors would not exploit the stars so prominently, they could get their own sales message across much more delicately and in shorter time. Then much of the criticism directed against radio advertising would be allayed. Costs would come down; effectiveness of the medium would be increased; and net profits would be greater. Everybody would be satisfied—except perhaps the stars.

24 Stations Form Coughlin Network

TWENTY-FOUR stations have been lined up to carry the addresses of the Rev. Charles E. Coughlin, militant Catholic priest, for a period of 27 weeks, beginning Oct. 16 and continuing until April 16, 1933. Full rates for the special network to the A. T. & T. Co. and to each radio station. Program, which will include music and be known as "The Golden Hour," is being handled by Grace & Holliday, Detroit agency.

Stations on the special network are:

WJR, Detroit; WCAU, Philadelphia; WGAR, Cleveland; KSTP, St. Paul; WJAS, Pittsburgh; WMT, Waterloo, Ia.; KYW, Chicago; WFBL, Syracuse; WOR, Newark; WGR, Buffalo; WLW, Cincinnati; WCAO, Baltimore; WOKO, Albany; WHB, Kansas City; KMOX, St. Louis; WJSV, Washington.

Yankee network: WNAC, Boston; WEAN, Providence, R. I.; WORC, Worcester, Mass.; WICC, New Haven; WDRC, Hartford; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.

Cuts Dividends Rather Than Slash Advertising

A CONSISTENTLY large advertiser on the radio as well as in newspapers and other media, the Colgate-Palmolive-Peet Co., Chicago, has decided to reduce dividend payments on common stock rather than curtail its national advertising expenditures. The reason, according to Charles S. Dewey, vice-president, is that the management expects the return of prosperity and is convinced that the public will continue to purchase goods with established reputations. Its advertising campaigns, he added, are designed to keep the position of the company and its reputation before the minds of the public. Accordingly, the latest quarterly dividend paid was 25 cents a share as against former payments of 62½ cents.

Progress Reported in Parleys On Proposed Copyright Fees

Details of NAB Negotiations Not Disclosed; LaGuardia Would Fix Advertising Rates

By SOL TAISHOFF

WHILE A MUTUALLY satisfactory agreement has not yet been reached, "real progress" is reported in the negotiations between the NAB special copyright committee in New York and the American Society of Composers, Authors and Publishers on the drafting of a new scale of musical copyright fees applicable to broadcasting stations. During the last fortnight one conference was held with E. C. Mills, general manager of ASCAP, and another was scheduled to be held July 12.

The two groups by agreement are working more or less secretly until such time as a concrete plan can be drafted. The NAB committee, headed by Paul W. Morency, WTIC, Hartford, and comprising A. L. Ashby, vice-president and general attorney of NBC, and Edward Klauber, executive vice-president of CBS, has steadfastly refused to accede to the ASCAP demand for an upward revision of copyright rates on the 5-per-cent-of-gross basis, plus a sustaining license, which would mean an increase of from 300 to 500 per cent over the current figure paid by broadcasters amounting to approximately $1,000,000 annually.

Time Limit Nears

THE MORATORIUM now in force on the proposed license fee increase expires Sept. 1, though Mr. Mills has insisted that the Society is not obligated to wait until that date and that unless definite progress is shown in the negotiations it may decide to invoke the new schedule before them. From the start, the NAB has resolved that it will not agree to payment of increased tribute. Just what the trend is in the current negotiations is not divulged.

A special meeting of the NAB negotiating committee, the NAB plenary committee and other key figures was held in New York July 6 to discuss progress thus far made. In addition to the negotiating committee members, those participating were M. H. Aylesworth and George F. McClelland, president and vice-president-general manager, respectively, of NBC; William S. Paley, president of CBS; Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington director, who are members of the plenary committee of which A. J. McCosker, WOR, Newark, is chairman; Oswald F. Schuette, director of copyright activities for the industry and head of the NAB copyright group, and Philip G. Loucks, NAB managing director. Mr. McCosker was unable to attend because of illness.

On the legislative side in Washington, broadcasters still present the same formidable front and are in the same strategic position. The Sirovich copyright bill remains at the head of the House calendar, and Rep. Chindblom, (R.) of Illinois, stands ready to offer his amendment on compulsory licensing designed to check ASCAP demands. Representatives of the broadcasters, led by Mr. Schuette and Mr. Loucks, are on the alert. Members of Congress, for the first time aware of the plight of the broadcasters, are ready to respond to the call for the remedial action that the Chindblom amendment would bring.

Rep. Sirovich, (D.) of New York, chairman of the House Patents Committee in charge of the copyright legislation, is still confined to his home in New York by serious illness. Consideration of the bill voluntarily was deferred last month because of Dr. Sirovich's illness. Even should Congress remain in session indefinitely, it is doubtful whether the legislation will be pressed until he returns to the floor to steer the progress of the measure.

LaGuardia Enters Fight

A VEILED but obvious attempt to turn tables on the broadcasters in the copyright fight was launched by Rep. LaGuardia (R.) of New York, with the introduction of two bills on June 28, one to fix the advertising rates of broadcasting stations and the other to fix license fees for patented radio equipment. Beyond the statement that the bills were designed to "carry to its logical conclusion" the terms of the Chindblom amendment, Mr. LaGuardia would not comment on them to this writer.

The broadcast advertising bill (H. R. 12845), believed to be the work of Nathan Burkan, general counsel of ASCAP, reads as follows:

"That if any owner or operator of two or more radio broadcasting stations, operating under license

(*Continued on page 22*)

Status of Radio Legislation

The following tabulation shows the present status of radio legislation in Congress:

SENATE

S. 4—Fess radio educational bill, pending Committee on Interstate Commerce.
S. 21—King copyright bill, pending Committee on Patents.
S. 22—King bill licenses for unused patents, pending Committee on Patents.
S. 176—Hebert copyright bill, pending Committee on Patents.
S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.
S. 750—McNary bill to prohibit lotteries, pending Committee on Interstate Commerce.
S. 1035—Tydings copyright bill, pending Committee on Patents.
S. 1037—Dill bill transferring Radio Division to Commission, passed by Senate and pending before House Committee Merchant Marine, Radio & Fisheries.
S. 1866—Dill patent bill, pending Committee on Patents.
S. 2374—George bill to give City of Savannah, Ga., naval radio station being abandoned, pending Committee on Naval Affairs.
S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.
S. 3047—Hatfield bill for labor clear channel, referred to subcommittee: Hatfield, Brookhart and Bulkley.
S. 3649—Shipstead bill to change allocation, pending Committee on Interstate Commerce.
S. 3985—Dill copyright bill, pending Committee on Patents.
S. 4289—Johnson radio amendment has become law.
S. 4399—Metcalf bill appropriating money for Radio Commission to cooperate with states for radio educational work, pending Committee on Education and Labor.
S. Res. 28—Howell bill for investigating possibility of broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 58—Dill bill to investigate RKO, pending Committee on Audit and Control.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission, passed by Senate; report submitted June 9.
S. Res. 146—Blaine resolution calling on Attorney General for status of R. C. A. suit, passed by Senate; report submitted.
S. Res. 163—Dill resolution calling upon the State Department to call a North American broadcasting conference, pending Interstate Commerce Committee.

HOUSE

H. R. 139—Vestal copyright bill, pending Committee on Patents.
H. R. 256—Christopherson bill prohibiting radio lotteries, pending Committee on the Judiciary.
H. R. 410—French lottery bill pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 421—Hoch bill to amend I. C. C. Act to define radio as "Common carrier" pending Committee on Interstate & Foreign Commerce.
H. R. 6039—Sirovich bill to transfer Radio Commission to Department of Commerce, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 7253—Connery bill to provide clear channel for labor, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 7507—Lea bill on ocean vessel radio equipment in Canal Zone. Became law.
H. R. 7716—Davis radio omnibus bill, passed by House; recommitted Senate Interstate Commerce Committee.
H. R. 8759—Amlie bill prohibiting radio advertising on Sunday, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 11155—Davis radio amendment has become law.
H. R. 12844—LaGuardia bill establishing fees for patented radio equipment, pending Committee on Patents.
H. R. 12845—LaGuardia bill establishing fees for radio advertising, pending Committee on Merchant Marine, Radio and Fisheries.
H. Res. 10976 — Sirovich copyright bill reported; on House calendar.
H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations, pending Committee on Rules.
H. Res. 110—Amlie resolution on free speech, pending Committee on Merchant Marine, Radio & Fisheries.

Educators Request 5 Per Cent of Time In Senate Measure

Radio Commission and States Would Promote Programs

A BILL which would require all broadcasting stations to set aside not less than 5 per cent of their time for educational programs prescribed by qualified authorities and which would appropriate $10,000 annually for four years to be used in Federal-State promotion of education by radio or "wired radio" was introduced June 24 by Senator Metcalf, (R.) of Rhode Island. Failure of stations to adhere to the 5 per cent provision would be punishable by revocation of license.

Senator Metcalf introduced the measure (S. 4933) by request. While no further explanation was forthcoming, it was indicated that the bill is sponsored by educational interests as a possible substitute for the Fess bill (S. 4) which would allocate to educational institutions 15 per cent of the available wave lengths.

Fund of $10,000

THE $10,000 ANNUAL fund would be expended by the Radio Commission in cooperation with the states in the development and promotion of "education by radio broadcasting and/or wired radio." Every state would be empowered to designate one of its educational officials to cooperate with the Commission.

Stations would be required to file with their license applications an agreement to set aside not less than 5 per cent of their authorized hours of operation for educational programs "under regulations prescribed by the designated instrumentality of the state in which such station is located, and approved by the Federal Radio Commission."

Adjournment of the Congress until next December, expected almost daily for the last month, is still very much in doubt as this issue goes to press. Relief legislation, along with the "bring-back-beer" movement, has blocked adjournment. Even should be session continue for the next few weeks, there is little likelihood of action on radio measures, other than the Sirovich copyright bill as amended by the Chindblom provision for compulsory licensing.

One miscellaneous radio measure passed the Senate during the last fortnight—having to do with regulation of radio equipment on ocean-going vessels in the Canal Zone. The bill already has passed the House.

Recommendation that the Radio Commission's report on the Couzens-Dill resolution be printed [see BROADCASTING of May 1 for full summary] was made by the Senate Printing Committee. Chairman Shipstead, (Farmer-Labor) Minnesota. This was approved by the Senate July 11.

HOLLYWOOD Sound and Radio Casting Bureau has been formed at 1303 N. Western Ave. An announced feature of the group will be to furnish continuity, cast and music for sponsored programs.

Listening Habits With Relation to Incomes

By DR. ROBERT RIEGEL
University of Buffalo

Most Popular Hour of Four Economic Groups 7 to 8 p. m.; Large Following for Afternoon Periods Shown

Dr. Riegel

WHAT DIFFERENCES are there between the listening habits of those with incomes below $2,000 a year and those with incomes of $5,000 or more? Dr. Riegel asks this question and then answers it on the basis of a personal interview survey made in Buffalo by WBEN. Some interesting results are found, and some further challenging inquiries are suggested.

UNDOUBTEDLY one of the most significant developments of the radio broadcast industry is the recent demand for more accurate measurement of the effects of radio programs. Just as the time eventually came when newspapers and magazines were called upon to justify themselves by precise data on circulation, so the period approaches in radio when stations must determine with some definiteness their coverage, the relative popularity of types of programs, the average listening time of radio users, the effectiveness of radio advertising appeals and the relative value of radio hours.

Much has already been done along these lines but considerably more remains to be accomplished. This article explains an effort made to establish the relative quantitative value of radio listening hours and to indicate the possibility of obtaining some qualitative indices as well.

Before setting forth the results it might be well to point out that studies already made have demonstrated that the habits of the radio audience can be ascertained from the investigation of judiciously selected samples of the population. On the accompanying diagram (Chart I) I have plotted the results of (a) an investigation of 2,250 cases in Philadelphia and vicinity[1]; (b) 3,100 cases in Philadelphia and vicinity in the summer[2], and (c) an investigation of 1,016 cases in Buffalo.[3] These three investigations were made by almost identical methods. For economy of space I have combined the weekday, Saturday and Sunday results in each case into a single curve.

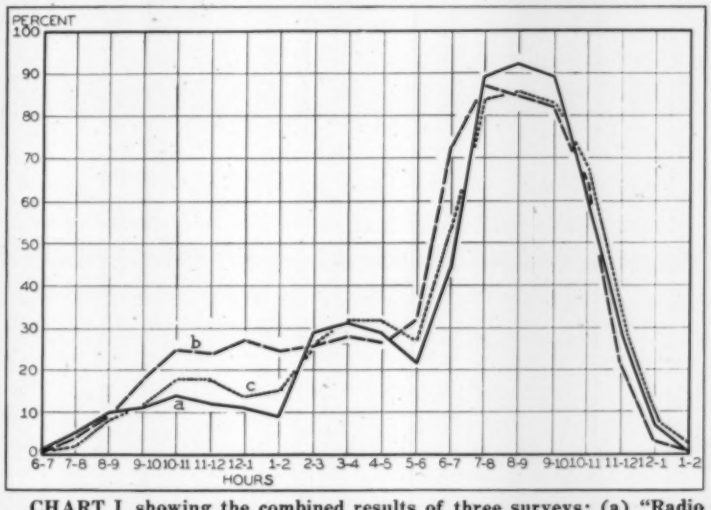

CHART I, showing the combined results of three surveys: (a) "Radio Survey," Universal Broadcasting Company, Philadelphia, Pa., 1930; (b) "Analysis of the Summer Radio Audience," Universal Broadcasting Company, Philadelphia, Pa., 1931; (c) "The Buffalo Radio Audience," WBEN, Inc., Buffalo, New York, 1932.

Listeners and Salaries

CONSIDERING geographical and population differences of the two cities, there is a marked similarity in the general results obtained, which seems to indicate that fairly stable results may be secured from comparatively small samples of the population. It will be noted that with the exception of summer listeners in Philadelphia in the morning the relative values of morning, afternoon and evening time are approximately the same in each of the three studies.

The difference in morning listeners above referred to, however, suggests that important differences in the habits of radio listeners may be discovered by more intensive study, and that these differences may well be as important as the general similarities which have been discovered by previous studies. For example, what differences are there between the listening habits of those with incomes below $2,000 a year and those with incomes of $5,000 a year or more?

In January, 1932, a study was made by WBEN, Buffalo, N. Y., of 1,016 persons, including males and females, by personal interviews.[4] The study was intended primarily to determine the proportion of radio listeners who used the radio at various hours of the day, although other questions were asked on types of programs preferred, extent of listening and economic status. It might be stated that the investigation did not take up station preference, and neither orally nor in writing was the name of any station mentioned unless, as happened two or three times, the person interviewed made inquiry as to the origin of the investigation. In each of 72 tracts of the city, whose boundaries were used for the Federal population census of 1930, a number of persons were interviewed proportionate to the population of the tract. Precautions were taken to obtain representative replies.

Nature of Questions

THESE persons were interviewed with respect to (1) the hours of the day at which they listened to the radio; (2) their approximate annual income, and (3) monthly rent paid, or rental value of the home. The latter question was intended as a check upon incomes. Other questions were asked concerning types of programs, usual listening days, age and occupation of listeners, but space does not permit discussion here of other than the listening hours of income groups. The listening habits for weekdays, Saturdays and Sundays were obtained separately and the returns were analyzed for four income groups of "under $2,000," "$2,000 - $2,999," "$3,000 - $4,999" and "$5,000 and over."

For purpose of illustration the "weekday listening curve" is reproduced here (Chart II). Unfortunately space does not permit of a discussion of the differences between weekday, Saturday and Sunday curves.

The highest proportion of listeners is found from 7 to 8 o'clock in the evening, and this is true for all four economic groups. It will also be noticed that the four listening curves are of similar shape and tendencies, which is a further vindication of the belief that even small samples yield substantially reliable results, for the numbers of persons involved in the four groups are respectively (from lowest to highest income group) 555, 293, 122 and 44. There are, however, some minor but significant

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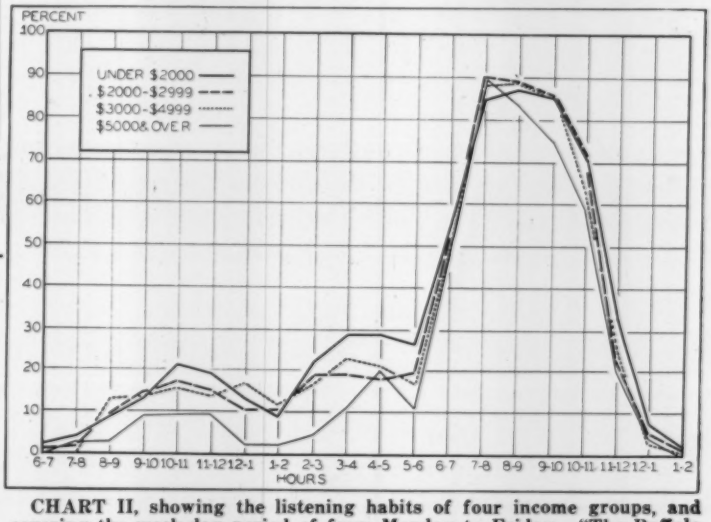

CHART II, showing the listening habits of four income groups, and covering the week-day period of from Monday to Friday. "The Buffalo Radio Audience," WBEN, Inc., Buffalo, New York, 1932.

Ban on Broadcasts of Football And Fight Ruling Start Furore

Eastern Colleges Claim Losses in Gridiron Profits; Nets to Resist Censorship of N. Y. Body

WIDESPREAD controversy has been provoked both in broadcasting and sporting circles by events during the last fortnight. The decision of the Eastern Intercollegiate Association to prohibit the broadcasting of football games under its jurisdiction started the furore. It was followed by a ruling of the New York State Athletic Commission restricting the reporting of boxing and wrestling bouts to sports writers, referees or judges, rather than to the sports announcers selected by the networks or stations.

Both actions brought strong protests from broadcasters. Little apparently can be done about the football ban by broadcasters, but it is freely predicted that the public demand, and a diminished interest in collegiate football, will force the institutions to request radio coverage later.

NBC Balks at Rule

THE PRIZEFIGHT restriction has a different aspect. Both networks have made it clear that they will not submit to the ruling, which grew out of the recent handling of the Schmeling-Sharkey championship bout by NBC. If the network broadcasts fights at all, it will be with announcers of their own selection, rather than by "experts" selected or approved by the Athletic Commission in a direct attempt to censor the radio reports.

It was on the ground that radio cuts into attendance that the Intercollegiate Association, at a meeting in New York June 28, decided to prohibit the broadcasting of football games of the dozen leading universities and colleges under its jurisdiction. The schools are Yale, Harvard, Princeton, Army, Navy, Pennsylvania, Pittsburgh, Brown, Penn State, Dartmouth, Columbia and Syracuse.

It was indicated, too, by Maj. John L. Griffith, Western Conference Athletic Commissioner, that the Big Ten group also is in favor of banning football broadcasts for the same reason. The question is scheduled for consideration at the National Collegiate Athletic Association meeting in Pasadena, Cal., July 28-29.

Notre Dame Opposes Ban

ONE OF the middle western football leaders—Notre Dame—is opposed to the plan. In behalf of that institution, Father Michael Mulcaire, vice-president, said he felt that the thousands from coast to coast who have supported Notre Dame in other years when they could afford to do so should not be deprived of the pleasure of following the games by radio now that they are victims of the depression.

"I have never felt that gate receipts would be materially increased by the patronage of those who listened to the games over the radio when tickets for admission are available," he asserted. He indicated that Notre Dame games would be broadcast when played on home grounds.

In explaining the Eastern Association's ruling, Maj. P. D. Fleming, graduate manager of athletics at West Point and president of the organization, said colleges must take advantage of every opportunity to increase financial receipts of football games.

"It has been definitely established that radio cuts into attendance," he said. "It was with considerable reluctance we decided to forbid any broadcasting of games which we control, but since football is the only sport producing the money necessary to support our athletic programs, we must take steps to derive all the financial benefits possible."

Schmeling Bout Blamed

RADIO CENSORSHIP on prizefighting in New York was established July 5, following that Athletic Commission's disagreement with the descriptions of the Schmeling-Sharkey fight for NBC by Charles Francis (Socker) Coe and Graham McNamee. The radio descriptions clearly showed Schmeling to be the aggressor throughout and apparently the winner. In this view virtually all of the sports writers concurred, but the heavyweight championship went to Sharkey by majority decision of one judge and the referee.

The censorship bars every one but an "expert" from broadcasting a fight in New York. The Commission described an expert as a "sports writer, a judge or a referee."

Following the Commission's statement, John F. Royal, NBC vice-president in charge of programs, declared, "NBC has and will continue to select its own announcers for fight broadcasts." Characterizing the action as censorship, he asserted his company would not be

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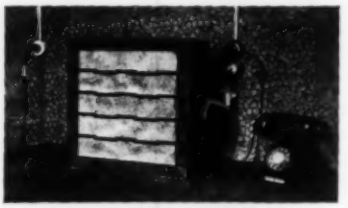

Swiss Telephone-Radio

"WIRED RADIO" via ordinary telephone lines to loud speakers or headphones, which are purchased by subscribers, now has 2,000 installations in 10 cities of Switzerland, Assistant Trade Commissioner Henry E. Stebbins has reported from Berne to the U. S. Department of Commerce. Besides buying the receiving equipment the subscriber pays a $2.17 per month fee.

The system consists simply of attaching the loud speaker of headphones to a telephone and receiving the broadcasts along the wires. The choice of only two stations, the Swiss stations at Beromunster and Sottens, is made possible, but the advantages claimed are that no additional apparatus is needed and no static disturbs the programs. Should the phone ring while the radio is on, the broadcast is automatically shut off; it is also automatically resumed when the conversation is finished.

Politico-Sponsorship

LEN SMALL, former governor of Illinois and the Republican nominee for governor in the coming elections, is sponsoring the daily broadcasts of the home games of the Cubs and White Sox over WCFL, Chicago, in the interest of his campaign. In his primary campaign, the candidate used transcriptions over all Illinois stations.

A New Local

A NEW LOCAL station at Hagerstown, Md., was authorized July 8 by the Radio Commission in sustaining the recommendation of Chief Examiner Yost on the application of A. V. Tidmore. The station will operate on 1210 kc. with 100 watts, daytime only.

Radio Arts Opens Studios in Chicago

Serves Stations and Agencies As An Intermediary

ORGANIZED to fill the gap between broadcasting stations and advertising agencies, Radio Arts Productions has opened offices and studios at 201 North Wells St., Chicago, and already counts among its clients numerous stations and agencies. Besides building programs and holding auditions for talent, the company this month will begin producing transcriptions for spot broadcasting, using professional talent on recordings produced under a new system developed by Ted L. Morris, president and chief engineer, who formerly was control engineer for WMAQ and NBC.

Vice-president and general manager of the concern is Irving D. Auspitz, formerly with the Homer McKee agency and until recently president of Auspitz-Lee-Harvey, Chicago agency. Gail Bandell formerly with KYW, is studio director and production supervisor; H. Speilberger, treasurer; Irving S. Fields, sound technician, and Lawrence Cook, production manager.

Radio Arts Productions was organized, Mr. Auspitz informs BROADCASTING, for the convenience and benefit of advertising agencies in serving radio advertisers and to provide properly organized and adequately equipped studios for purposes of auditioning, recording and remote control. Some $50,000 worth of modern equipment has been installed in the studios, where agencies may stage, rehearse, hold an audition or record programs built either by themselves or in cooperation with the staff of Radio Arts Productions.

No charge is made to agencies for auditions or rehearsals. They pay commissions only on talent under contract with Radio Arts Productions or for transcriptions and production aid. Stations also may use the studios for auditions, relying on the staff of Radio Arts Productions for advice. Auditions also have been opened to the general public, and an average of 200 persons has been heard daily since the studios were opened in June. Mr. Auspitz said his concern has bought three 15-minute periods weekly over KYW, Chicago, and has already discovered some extraordinary talent.

Heads Four A's Radio

CHARLES F. GANNON, radio account executive of Erwin, Wasey & Co., New York, has been named chairman of the radio broadcasting committee of the American Association of Advertising Agencies, succeeding Howard Angus, of Batten, Barton, Durstine & Osborn, New York.

WHEN the Reich government on June 13 decided to go on the air each day to inform the public of its current aims, it simply ordered the German Broadcasting Corp. to set aside the 6:30 to 7 p.m. period for broadcasts by government officials.

Lapel Mike "On Location"

CBS to Offer Radio Drama in Which Actors Move About Hotel as They Enact Their Roles

THAT LAPEL microphone, which proved a technical success at the Democratic Convention, will be employed by CBS in radio's first "on location" drama July 17 at 10:30 p. m., EDST. An original sketch by Don Clark, entitled "Transient," will be enacted at the Hotel Taft while a curious Broadway crowd looks on.

A cast of veteran stage actors, with microphones on their lapels, will play the principal roles under the direction of Mr. Clark, CBS continuity chief. They will move freely about the hotel as they enact the drama. From a central control station set in the mezzanine overlooking the lobby, Edwin K. Cohan, CBS technical director, will supervise the engineering experiment.

Unobtrusive microphone lines, extended or contracted as desired by the moving cast, will lead from the mezzanine control to the main floor and the grill room level. Other lines will link Cohan's outpost with Columbia's master control room at 485 Madison Avenue for distribution to the coast-to-coast network.

This set-up brings several innovations. It raises the possibility of outdoor melodrama familiar to the movies. It gives radio actors freedom of movement for the first time by removing the fixed microphone and its ever-present "mike-consciousness." It tests the desirability of natural sounds for dramatic background.

Technical Station Improvement Seen

Commission to Insist on Higher Engineering Standards But Plans No New Rules Until After World Parley

By DR. C. B. JOLLIFFE
Chief Engineer, Radio Commission

IN ANSWER to numerous inquiries regarding plans of the Radio Commission in the engineering field, Dr. Jolliffe has written this forecast for BROADCASTING. Because of the uncertainty of proposals before the Madrid conference, he explains, the Commission intends to make no radical changes at this time in technical requirements. However, it does propose to inaugurate a general modernization program with the aim of effecting a more rigid conformance to existing regulations.

Dr. Jolliffe

NOW THAT the 50-cycle tolerance regulation is in effect, and practically all stations have satisfactory monitors to assist in maintaining their exact frequencies, the question often comes to us as to what the Radio Commission will do next in its project to elevate broadcast engineering and operating standards.

During the past two years most broadcast stations have completely modernized their equipment and if operating in accordance with Commission regulations broadcast stations are operating in accordance with "best engineering principles." I am glad to inform broadcasters that the engineering division of the Commission does not have in mind any specific regulation requiring installation of new apparatus by all stations. It will, however, continue to make effective its general program for improvement of broadcast transmission and equipment by enforcing engineering rules and regulations previously adopted. It also will do its utmost to "clean up" installations of equipment to conform to Commission regulations and consequently with modern engineering practice.

Madrid Parley Awaited

MANY INTERESTING developments are going forward respecting broadcasting, both in the laboratory and in prospective international allocations. Tests being conducted with the directional antenna are of particular moment, and while it is too early to say just what effect, if any, these radiating systems will have on future regulations and allocations affecting stations, they will bear close watching.

The engineering division of the Commission is disposed to await the outcome of the International Radio Conference to be held at Madrid, Spain, this fall, before embarking on any widespread or important deviation from the existing American broadcast system. Broadcasters are conversant with the proposals for enlargement of the broadcast band submitted to the world conference. Thus, it hardly can be expected that there will be any changes in Commission policy on allocations until next year.

While the vast majority of stations are adhering to Commission engineering regulations, the official records show that perhaps one-third are delinquent in one way or another. The engineering division will check carefully all of the data it has before it and which it will accumulate in the future to ascertain just how regulations are being violated. While the Commission will be reasonable, it will brook no trifling, and those stations, which, after proper notice, persist in violating the regulations, will probably have to face the Commission on renewal of license.

Plans Station Aids

IN ITS "CLEAN-UP" program, the engineering division simply desires to help stations help themselves. Hay-wire apparatus should have no place in broadcasting. Stations will be required to get rid of wires running over their walls and across the floors in haphazard fashion. Not only do they present untidy appearance and hamper transmission, but they are definite fire hazards and endanger human life. Investigations which have been made of some stations show that it is remarkable that the station can stay on the air reasonably continuously.

Then there is the composite equipment problem. The Commission does not prohibit composite transmitters, and the Engineering Division does not contemplate recommending that any good transmitter be outlawed. Many composite transmitters are excellent and comply with regulations in every way. Many, however, unquestionably are deficient. They are responsible, in large measure, for harmonic propagation, which lately has shown up as a serious problem, with the improvement of other phases of transmission.

Only with properly designed and installed apparatus is it possible to operate efficiently. The Commission requires a minimum of 75 per cent modulation, but unless the equipment is of proper design there is a serious loss of efficiency even when that degree of modulation is attained, since improper modulation means that the signals received are distorted and unpleasant to hear.

Varying Power

INEFFICIENT equipment, moreover, is responsible for station operation with more or less than the licensed power. The Commission, on this score, intends to invoke strictly the requirements that stations operate with authorized power—no more and no less.

On the subject of directional antennas, results thus far attained by one station appear promising. Not until tests have been conducted under winter time conditions can it be finally declared that such radiators are effective in curtailing signals, and thereby reducing heterodyne interference, in given directions. Should the experiments finally prove successful, the Commission will be in position to reduce interference on mutually used channels.

The human element also comes into the operation of broadcast stations. Modern transmitters are nearly automatic but they require a certain amount of intelligent supervision by a competent operator. The best transmitter which it is possible to build can be improperly operated and the station not be operated in accordance with Commission regulations. Owners of stations should be sure that all operators are thoroughly conversant with the technical rules and regulations and frequently check to see that these are being observed. A competent, well informed operator is necessary to the proper operation of a station in accordance with best engineering principles.

KYW Hearing July 18

REQUESTS for continuance until next fall of the hearing involving the 1020 kc. clear channel occupied by KYW, Chicago, were denied July 11 by the Radio Commission by a 3 to 2 vote. With about 60 stations affected, the hearing will be held beginning July 18, as scheduled. Simultaneously, the Commission decided that an examiner rather than the full Commission should take testimony. KYW, owned by Westinghouse, has applied for authority to move to Philadelphia, and the other stations are directly and indirectly involved through related applications. Commissioners Lafount and Starbuck voted for a continuance.

WOR Stumped

J. R. POPPELE, chief engineer of WOR, Newark, and his staff are stumped by the discovery of considerable fluctuations in the current applied to microphones from atop the Empire State building. They are working on the theory that the variation is caused by the decrease in atmospheric pressure.

BBC Explains Position On Future Expansion; Looks to Madrid Parley

CONTRADICTING "misleading statements" regarding contemplated changes in its station allocations, the British Broadcasting Corporation has issued the following statement:

"Although the system of high power stations has obviously given satisfaction to the great majority of license holders, extensions of the present scheme are naturally contemplated as and when permitted by development, technical and otherwise. This applies particularly to districts which do not lie within the service areas of the high power stations. Any scheme for improvement based on the construction of additional stations should not be undertaken until there is a guarantee that the stations can be kept in operation for a reasonable period.

"Wave length channels now in use in this country cannot be looked upon as permanent until they are either confirmed or modified by an international broadcasting conference which, it is anticipated, will follow the World Conference on all wireless matters at Madrid this autumn. Accordingly, it is premature and perhaps prejudicial to make public now any schemes of expansion of the present service which may become possible.

"It is deplored that publicity has been given in Scotland to a statement concerning the international distribution of wave lengths, which serves only to damage the cause which it was presumably meant to strengthen."

Caldwell Is Going To Madrid Parley

BROADCASTING interests will be represented at the International Radiotelegraph Conference to be held at Madrid, beginning Sept. 3, by Louis G. Caldwell, former general counsel of the Radio Commission and chairman of the NAB committee on international relations. Leading the movement in this country for enlargement of the broadcast band to embrace certain of the long waves below 550 kc., Mr. Caldwell officially will represent the NAB.

The special committee considering the use of frequencies between 10 and 550 kc. in the United States, to ascertain their availability for broadcasting, shortly will hold a final meeting to complete its report to the full preparatory committee for the Madrid conference. Each of the various interests in this country identified with the use of channels is represented on the special committee, Mr. Caldwell being the broadcasting representative. Dr. C. B. Jolliffe, Commission chief engineer, is chairman of the preparatory committee.

The American delegation to the conference will be named by President Hoover shortly. Some difficulty has been experienced in getting House authorization for the per diem appropriations for delegates and advisors in the legislative jam in Congress.

XUM

NAB Fighting Tax On Electricity Use

Brief to Hold Broadcasters Are in Industrial Class

THE TENTATIVE conclusion reached by the Bureau of Internal Revenue that broadcasting stations are not exempt from a tax of 3 per cent imposed under the new Revenue Act on all domestic or commercial consumers of electrical energy, is being opposed by the NAB, which now is negotiating with the Bureau through its committee on tax matters. A brief, setting forth reasons why broadcasters are industrial rather than commercial consumers, will be filed by E. M. Elkin, of the Westinghouse radio stations, chairman of the committee.

The Bureau has agreed to withhold any regulation imposing the tax on broadcasters until the NAB has filed its brief. Based on Section 616 of the Revenue Act of 1932, the Bureau's regulation exempts radio companies from the tax as industrial users but holds that broadcast stations do not fall in the same category as point-to-point stations.

An Industrial Use

THE NAB, in behalf of the industry, will argue that the electrical energy used by stations is transformed into ether waves and "manufactured" in such a way as to make its use an industrial rather than commercial one.

The average estimated power bill of a 1 kw. station is $1,550 a year, which, if the 3 per cent tax were applied, would mean an average annual tax of $46.50 a year, payable monthly. The average annual power bill of a 50 kw. station is estimated at $30,000, which would mean a $900 annual tax.

Notwithstanding the fact that the revenue bill of 1932 specifically exempts broadcasting line charges from the 5 per cent tax, NAB headquarters has been informed that telephone companies in some areas are assessing the levy, according to Philip G. Loucks, managing director. "The NAB," Mr. Loucks declared, "fought successfully for this exemption and stations billed for the tax are urged to refer the telephone company to Section 701 (b) of the Revenue Act of 1932 and the Treasury regulation promulgated thereunder."

Uses the Radio

IN SPITE of his well known opposition to radio as a medium of advertising, Elzey Roberts, publisher of the ST. LOUIS STAR, is using broadcasting along with posters, car cards and other media in an advertising campaign to inform the public of the recent consolidation of the STAR and the TIMES of that city. Mr. Roberts recently withdrew from the chairmanship of the radio committee of the American Newspaper Publishers Association because his views on radio did not coincide with those of the average members, who refused to act against radio at their recent convention in New York.

Martin Campbell Heads WFAA, Staff Enlarged

Mr. Campbell

VARIOUS additions have been made to the staff of WFAA, Dallas, which is now under the general managership of Martin Campbell, formerly assistant director of WHAS, Louisville.

Roy C. Henderson, formerly with the World Broadcasting System, has joined the WFAA sales staff. Mr. Henderson several years ago opened the Dallas office of Scott Howe Bowen, Inc., coming to that company from Ruthrauff and Ryan, New York agency.

Also added to the sales staff are F. C. Gardner, formerly assistant sales manager for RCA Victor in Dallas and before that manager of the Criterion Theater in New York, and Mrs. Gertrude Green, who before coming to Dallas was in charge of sales and women's programs at KGKO, Wichita Falls, Tex. Alyne Sholes, WFAA dramatic director, has assumed charge of morning programs, continuing her Tuesday night mystery thriller, "The Malevolo Maniac," with a cast from the Oak Cliff Little Theater.

Cool Announcers

ANNOUNCERS and political commentators for NBC and CBS kept cool while broadcasting reports of the Republican and Democratic national conventions in Chicago despite their activity and the heat which prevaded the stadium. Frigidaire Corporation, Dayton, O., equipped the improvised studios with absolutely silent air conditioning devices to demonstrate that such operation would not affect the most sensitive microphones.

Mention of Radio Taboo In New Orleans Press

MEMBERS of the New Orleans Newspaper Publishers Association have issued orders to their news staff that the word "radio" is to be barred. This action follows the decision to discontinue the carrying of radio programs as news, after which the Maison Blanche, department store, began providing the programs in its display advertising.

Harold Nebe, chief engineer of WSMB, of which Maison Blanche is said to be part owner, recently moved the transmitter of WSMB back to the roof of the store.

Miracle of Radio Drama

New Type of Acting Developing With Greater Emphasis on Voice, Says KHJ Production Manager

By CHITTENDEN TURNER

THAT RADIO acting has succeeded beyond all expectation is proved by the continued success of numerous plays and dramatic dialogues. Paving the way for the approaching television drama the present offerings are enlisting enthusiasts by the million, while the salaries paid some of the featured musical actors of the air exceed those of the stars of vaudeville's halcyon days.

Intricacies of this still very youthful art are set forth by Lindsay MacHarrie, production manager and actor at KHJ, key station of the Don Lee network on the Pacific Coast, at Los Angeles. At this station with its 3,500 different sound effects—the largest collection in existence—such serials as "Chandu the Magician," "Black and Blue," and the episodes of "Myrt & Marge," coming over the CBS chain, are widely popular. About 15,000 letters a week testify to their success.

"Here are problems of voice, mood and flexibility that are purely characteristic of radio," says Mr. MacHarrie. "Unhelped by make-up, gestures and scenery the radio actor must depend to an infinitely greater degree than the stage or screen actor on voice alone. This entails the close guardianship of moods, which in turn involves flexibility—the ability to enter a new scene on the mere sound of a gong or other signal.

"The voice must express or suggest more comprehensively, because it is unaided by anything visible, and dialogue, therefore, must be written with a special clarity both as to sound and meaning. Once the attention of the audience is lost it is hard to regain. Never in the history of drama has the significance of the unities, as applied to carrying forward the action of the play, become more applicable.

"Whatever the literary shortcomings of some of the successful plays now being broadcast, the fact remains that a new skill is being developed.

"Because there is no perspective other than that made possible by modulations of voice or changing one's position with respect to the microphone still another kind of responsibility rests upon the voice, and here occur questions of timing important to the mental picture.

"Owing to the fact that the memorizing of lines is usually unnecessary, rehearsal time is naturally reduced. With many different programs given during eighteen hours continuous broadcasting, staff entertainers are generally required for diversified duties. Hence a more vivid and responsive imagination is required of the radio actor than of other actors where illusion is sustained by costumes, make-up and scenery. He must throw himself into a characterization more quickly, or double on another part in a different voice—often with little or no preparation. It is not unusual for a radio impersonator to sustain three roles at a time."

Department Stores Offer New Field

Afternoon Time May be Sold, J. T. Lyons, WCAO, Says

A BELIEF that department stores can be induced to buy afternoon periods on the radio and thus open a lucrative field of advertising revenue to broadcasters is held by J. T. Lyons, executive vice-president of WCAO, Baltimore, which has handled various accounts of local department stores.

"The biggest advertising accounts in most large cities are department stores," he said. "We in radio apparently have never been able to sell advertising to department stores in a big way for big money. We have more circulation than newspapers but we have not been able to cash in on it.

"Any newspaper man will tell you that the housewife will buy a newspaper to read department store advertising. It is consequently safe to assume that the housewife would deliberately tune in on a department store program, and she would stay tuned in if the program from the standpoint of music and merchandise was interesting."

Mr. Lyons explained that he planned, when business conditions improve, to try to sell at least three 30-minute afternoon periods a week to one store. The period would be used for beauty talks, style gossip, store chats and the like, with outstanding local personalities doing the talking.

"While it would be a commercial program, it would be jammed full of human interest to such an extent that there would be a waiting audience for it all the time," he explained. "I would prohibit comparative prices, as well as bargains and sales of any description, and would try to sell the idea that it pays to buy better things rather than cheap things.

"This would take considerable afternoon time; in fact, you would not be able to handle more than two department store accounts a week, and it would result in the store building up an audience in proportion to the popularity of its program."

NBC Orders Pay Cut

EFFECTIVE JULY 1, a salary cut of 10 per cent was ordered for all officials and regular employees of NBC. This follows a similar cut in the parent company, the RCA, and a policy of retrenchment that led NBC to curtail its staff in May. CBS previously ordered a 15 per cent pay cut, also reducing its staff.

WHEU to WMAS

THE CALL letters of Albert S. Moffat's new station at Springfield, Mass., have been changed from WHEU to WMAS by permission of the radio division of the Department of Commerce. It will operate with 100 watts power.

DAYLIGHT power of WNBH, New Bedford, Mass., was increased from 100 to 250 watts by the Radio Commission July 1. Night power remains at 100 watts.

Broadcasters of Oklahoma and Kansas Organize to Iron Out Mutual Problems

Southwestern Association is Ultimate Goal of Stations; Program Exchange Bureau Will Be Established

BROADCASTERS of Oklahoma and Kansas moved a step nearer the ironing out of many problems confronting radio stations, particularly those of the smaller broadcasting units, when the Oklahoma State Broadcasters Association was organized at a meeting in Shawnee, Okla., June 27.

Ross Porter, manager of KGFF, Shawnee, who called the organization meeting and acted as host, was elected president of the group. B. C. Thomason of KFXR, Oklahoma City, was named vice-president, and L. R. Duffy of KVOO, Tulsa, was named secretary-treasurer.

The meeting voiced its hearty disapproval of the "growing menace" to profitable broadcasting in the form of publicity transcriptions and the "per inquiry" or commission advertising schemes. It also denounced all attempts to lower radio advertising rates, pointing out that telephone, power and union musician rates have not been lowered.

Plan Southwest Unit

THE OKLAHOMA association decided to sponsor the organization of similar associations in Kansas and Texas as the next step in perfecting a Southwestern Broadcasters Association. Robert Elliston, an official of the Southwestern Broadcasting Co., with headquarters at KTAT, Ft. Worth, Tex., and J. Leslie Fox, manager of KFH, Wichita, Kans., have been directed to organize their respective states.

Agreement to abide by the code of ethics of the NAB, establishment of a bureau for the exchange of program ideas and regular conferences of the executive board to study problems of the members, are provided for in the by-laws adopted by the association.

The program exchange bureau is a revolutionary move for broadcasting. If a member station produces an outstanding program, either commercial or sustaining, which is adaptable to another member station, it will file the program with the bureau. There the programs will be cross-indexed and regular bulletins will be sent to all members.

Lauds Educational Work

THE PRINCIPAL address at the banquet given the broadcasters by the Shawnee Chamber of Commerce was made by Dr. A. Linscheid, president of East Central Teachers College, Ada, Okla. He strongly endorsed commercial broadcasting as against educational stations.

He presented figures showing the great work radio is doing in the field of education. More than 50,000 public schools in the United States are using the radio as a supplemental aid to education, he said, and more than 7,000,000 school children are receiving the benefits.

All sessions were held in the ballroom on the ninth floor of the Hotel Aldridge, where KGFF has its studios. Prominent civic leaders of Shawnee attended the banquet and assisted in providing entertainment for the delegates.

One of the features planned for the convention next year will be the presentation of the best talent from each of the member stations, all to be included in a special broadcast from the host station.

Broadcasters Present

THOSE attending the conference included H. A. Hutchinson, manager, Leonard Byers and L. R. Duffy, KVOO, Tulsa; Edgar T. Bell, business manager, and R. N. Bonebreaker, WKY, Oklahoma City; T. F. Campbell, manager, KCRC, Enid; C. L. Brain, manager, and B. C. Bryant, KGMP, Elk City; Robert Elliston and Dudley Shaw, KFJF, Oklahoma City; B. C. Thomason, manager, and J. C. Hale, KFXR, Oklahoma City; Ross Porter, manager; Ted Smith, A. J. Spooner and W. L. Waltman, KGFF, Shawnee; J. Leslie Fox, manager, and F. A. Lowe, KFH, Wichita, Kan., and C. L. Darrah, KGGF, Coffeyville, Kan.

Members of the resolutions committee are Mr. Hutchinson, Mr. Shaw and Mr. Brain. Members of the by-laws committee are Mr. Elliston, Mr. Duffy and Mr. Bryant.

Managers of member stations compose the executive committee. A membership fee of $25 annually was assessed.

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35 Stations Subscribe To NBC's Monthly Plan For Sustaining Features

MORE THAN 35 stations of the several NBC networks have accepted NBC's offer to provide unlimited sustaining programs at a flat fee of $1,500 per month, according to Glenn Payne, assistant to George F. McClelland, vice-president and general manager. The proposition was made to all member stations, to be effective July 1, and eventually it is hoped that all will subscribe to the new arrangement.

Stations not caring to enter into the new deal may continue to obtain sustainings at $25 an hour for night programs and $15 an hour for day programs.

It was explained by Mr. Payne that the arrangement, which is expected to become permanent ultimately, was conceived as an aid to stations during the depression period, enabling them to maintain high program standards by securing high class sustaining material at will. The cost, amounting to about $50 a day, is considerably under what some stations have been paying under the old scale and represents a real economy for them.

Since the wire lines are already contracted for by the network, the choice of sustaining programs is merely a switchboard matter for station managers who can take or reject whatever programs they desire.

George S. Smith Resigns As License Unit Chief; Succeeded by Massing

Mr. Smith

GEORGE S. SMITH, chief of the license division of the Radio Commission, virtually since its creation more than four years ago, resigned that post July 1 to become associated with Paul M. Segal in the practice of radio law. Mr. Segal is former assistant general counsel of the Commission and has been practicing radio law since he left that agency to join the law firm of Donovan, Bond, Raichle and Alvord about three years ago.

Mr. Smith was succeeded as chief of the license division by William P. Massing, chief of the broadcast section of the division. Mr. Massing came to the commission a year and a half ago from the U. S. Coast Guard headquarters.

Mr. Smith joined the Commission Feb. 1, 1928, and was assigned the task of organizing the license division, of which he became first executive. Formerly he was with the Commercial Intelligence Division of the Commerce Department. Born at Van Wert, O., Jan. 31, 1901, Mr. Smith received his preliminary education in Ohio schools. He is also a graduate of National University Law School, Washington.

In a letter to Mr. Smith, accepting his resignation, James W. Baldwin, secretary of the Commission, expressed his appreciation for the services of the official. "I regret exceedingly that the Commission must lose your services, which, during my two years' incumbency as Secretary of the Commission, I have found very satisfactory," Mr. Baldwin wrote. "I congratulate you upon your new position and wish for you your full measure of success."

NBC Removes Daytime Ban on Price Quotations

PROVIDING the manner of presentation is acceptable, the NBC has withdrawn the ban on clients against the mention of prices in network broadcasts during hours up to 6 p. m. daily except Sundays. This change in policy follows shortly upon the decision to permit local managers of the stations it owns or operates to accept transcription accounts, heretofore barred.

First to take advantage of the change in policy is the Atlantic & Pacific Stores, one of NBC's largest clients and one of the pioneer accounts. A. & P. mentions prices of certain commodities during the two morning programs it stages.

According to Roy Witmer, sales vice-president, the new policy results from the belief that prices are interesting to housewives, to whom daytime programs are largely addressed. The network retains the right to censor price quotations if offensively presented.

CBS Station Rate Cuts Begin Sept. 1

Coast Hookups, and The South Atlantic Group Affected

RATE REDUCTIONS on coast-to-coast hookups and on stations of the South Atlantic group were announced July 5 by H. K. Boice, CBS sales manager. They will go into effect Sept. 1.

The circuit charge for hooking up the Don Lee unit with the basic CBS network, previously shared between CBS and advertisers, will be eliminated. This charge of $250 per program in the evening and $125 per program before 6 p. m., PST, has been in effect to cover the cost of land lines necessary to connect Denver and Salt Lake City with the Pacific Coast.

In addition to the elimination of this circuit charge, the rates on Denver and Salt Lake City outlets, KLZ and KDYL, respectively, have been reduced from a base of $250 per hour to $190 an hour, $119 a half hour and $74 a quarter hour for evening time, and to $95 an hour, $59 a half hour and $37 a quarter hour daytime.

Quarter Hour Rates Cut

QUARTER hour rates on stations of the South Atlantic group will be reduced as of Sept. 1 from $453 to $283 for evening time and from $228 to $141 daytime, this being made possible by the increased number of network programs carried by stations of this group, Mr. Boice also announced.

For individual stations of the group, the reductions are as follows: WQAM, Miami, from $125 to $78 night time, from $63 to $39 daytime; WDBO, Orlando, Fla., from $100 to $63 night time, from $50 to $31 daytime; WTOC, Savannah, from $103 to $64 night time, from $52 to $32 daytime; WDAE, Tampa, from $125 to $78 night time, from $63 to $39 daytime.

"These changes in our rate structure," Mr. Boice stated, "make possible a complete national coverage of the radio audience at a lower cost than has ever been made available to the Columbia advertisers. A new rate card embodying these changes will be issued shortly."

Radio's Work at Chicago Lauded by Marlen Pew

DISCUSSING the way the press covered the recent national political conventions, Marlen E. Pew, editor of EDITOR AND PUBLISHER, took occasion to praise the radio as well as the newspaper reporting staffs handling the convention, pointing out particularly that noted newspapermen were employed by the radio to handle the running commentaries. He spoke over an NBC network the evening of July 8.

"The press and radio reporting system," he said, "is the machine in which is forged our sovereign public opinion. If our national affairs go awry and free institutions fail to function, it can never be charged that in 1932 the voting masses were not warned and given ample time to read and comprehend and act."

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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"Airing" the News

IN THE FACE of the askance with which our esteemed contemporary, EDITOR & PUBLISHER, views broadcasting as a "bona fide spot news medium," we say unreservedly that the radio coverage of the recent political conventions proved with finality that radio has really "arrived" as a news reporting medium. Perhaps the broadcasters still have some things to learn from the press about covering details of big events like these, but of radio's acceptance by the vast American public as a purveyor of momentous news as it happens there can absolutely be no doubt. No less than the newspapers—possibly more so on occasions like the conventions—radio is there to serve the public. The public is the best judge of its services.

The handling of the conventions on the radio was a magnificent feat, especially technically. Millions of listeners everywhere, including the candidates themselves in White House and Governor's Mansion, tuned in from time to time during the 60 hours or so the conventions were on the air. Scarcely a detail missed the microphone. Members of the press corps frequently appeared before the microphones, and several newspapermen were actually engaged to assist the network and station announcers and political commentators, the latter themselves active newspapermen.

Our contemporary never lets slip by an opportunity to slap radio—a rather sour attitude, we would say, in view of its own consistent failure to urge more newspapers to enter into or cooperate with the ripe and profitable field of "audible journalism." On the one hand, EDITOR & PUBLISHER decries the fact that the chains happened to be off the air in favor of revenue-bearing commercials at one important juncture in the proceedings of the Democratic convention. On the other hand, it questions "after several hours of close attention to the broadcast of a convention debate whether clarity of political thinking is fostered by the presence of the microphones." It deplores the fact that "the process of making policies and selecting standard-bearers is tedious and its tedium has been multiplied a hundred times by the free access to the thirteen-year-old mind afforded by the loud speaker."

Those arguments, plainly specious, are easily answered. Consider first the alacrity with which the political notables seize the opportunity when invited to reach those minds via the microphone. Then, too, wasn't EDITOR & PUBLISHER'S editorial writer himself among those minds? He must have been an eager listener certainly, for if the convention broadcasts were so tedious to follow, why decry the fact that the chains happened to skip a mere two hours of the proceedings?

—And was it to the 13-year-old mind that Marlen Pew, editor of EDITOR & PUBLISHER, *addressed his remarks on how the press covered the convention in accepting an invitation of the NBC to speak over the network the night of July 8?*

What Price Sports?

IT IS NOT SURPRISING to see the "prize-fight" industry, which at best is falling lower and lower in public esteem, attempt to muzzle broadcasting by dictating who may and who may not cover championship matches for the radio. But it comes as a real shock that amateur collegiate football—which presumably is played for the game's sake—turn an about-face on football broadcasting.

The Eastern Intercollegiate Association's decision to bar the microphone from games played by the twelve big universities comprising its membership clearly reveals that the amateur spirit no longer governs college football. Gate receipts count most. What the great American sports-loving public wants and what their own alumni want does not matter.

Does the broadcasting of major football games cut into attendance? We believe not. In the first place, the local and nearby audience that follows the major games by radio is relatively small. The broadcasts are heard largely by fans hundreds and thousands of miles away, who could not attend the games anyhow. In the second place, we are convinced that radio actually stimulates attendance at later games by listeners enabled to follow the games they cannot attend for one reason or another. Radio advertises and stimulates football (free of charge, too) no less than it promotes the sale of goods for paid advertisers.

That the prevailing depression and the high cost of admission to football games may have had something to do with reduced attendance, the athletic officials of these institutions seem to have overlooked. We predict a further falling off in attendance this autumn that will immediately be traceable to the loss of radio publicity. What a sorry spectacle these officials, having deprived distant alumni and housewives and shut-ins of the pleasure of following the games, will then present!

The New York Athletic Commission's action on boxing is almost too ridiculous to warrant comment. Proposing to bar all but "experts" from broadcasting fights in New York, it calls an expert a "sports writer, a judge or a referee." The networks did well to inform Chairman Muldoon that he could keep his fights to himself under such conditions. Broadcasting cannot yield to censorship by the czars of pugilism any more than it can yield to censorship by others. The censoring of radio from the outside, incidentally, is specifically prohibited in the federal radio. The proposal of the New York Commission obviously is a self-sop for the criticism heaped upon the judges of the recent Sharkey-Schmeling fight for their decision—a decision that drew even more vehement criticism from the "experts" of the press than from the radio commentators.

It is our guess that an aroused public will soon let the colleges and the cauliflower industry know their disfavor. Radio, offering generously its valuable time to the description of sports events, which usually mean dead losses to their exchequers, will not bow to dictation or censorship any more than have the newspapers.

Tending Their Knitting

FORMATION of a state association by the broadcasters of Oklahoma, to protect their own interests and to cooperate in the elevation of broadcasting standards, is a move in the right direction. It should be emulated in other states and sections.

State and regional radio problems more than often differ from the national questions that confront the industry as a whole. The Oklahoma group pledged support to the NAB and agreed to abide by its code of ethics. Its activities are not conceived to be in conflict with those of the NAB.

Among its first actions the association resolved against publicity transcriptions and "per inquiry" or commission advertising schemes. It also disapproved any move toward lower advertising rates for broadcasting, particularly in view of the fact that overhead costs to the broadcasters have not decreased. Both actions appear to us to be sound and proper. Interesting too was the proposal to form a bureau for the exchange of program ideas. When a member station produces a new program which it believes adaptable to other member stations, it will be filed with the bureau to be made available to all members.

The RADIO BOOK SHELF

AN ARTICLE of interest to all radio station managers and engineers and manufacturers of broadcasting equipment appeared in the June issue of RADIO ENGINEERING under the title, "Parasitic Oscillations in Broadcast Transmitters," by A. D. Ring, broadcast engineer of the Radio Commission.

The article describes in detail the seven distinctive frequencies or bands of frequencies wherein parasitic oscillations may develop varying in frequency from a fraction of a cycle per second to 30 to 300 megacycles. Heretofore, there have been little published data on the cause, test, and remedy for parasitic oscillations, yet they have been the cause of more failures in vacuum tubes, unsatisfactory operation of transmitters, and general distortions of quality than all other causes combined. Simple texts for parasitic oscillations are outlined. While highly technical in nature, the article is written in a free style and should be readily understood by the average radio station operators and engineers.

SOME SENTIMENTAL sketches that have constituted popular broadcasts have been compiled by Pat Barnes, noted Chicago announcer and production man, in "Sketches of Life" (Reilly & Lee; $1). The little volume is dedicated to "the greatest audience in the world—to you, dear friends of the radio." The book should please his horde of listeners.

We Pay Our Respects to—

EARLE C. ANTHONY

ONE OF THE PROUDEST claims to distinction as a pioneer American broadcaster that Earle C. Anthony makes is the fact that KFI, Los Angeles, which he has owned and operated since its inception, is manned by practically the same staff that nursed it from 50 to 50,000 watts. In this his eleventh year as a broadcaster, Mr. Anthony doubts whether many other stations can boast the same record of continuous ownership and management, with so many department heads, engineers and staff members remaining on the job from the start.

Station KFI only recently passed its tenth milestone. It is the only 50 kw. station at present operating on the Pacific Coast. It is a station whose public service credo can best be expressed in Mr. Anthony's own words:

"It has been my desire," he wrote recently, "that KFI should bring to the people of Southern California the best that radio has to offer. KFI is determined to maintain an uncompromisingly high standard in its public service for education, civic cooperation and cultural promotion. Our daily schedules are so balanced that education will get no less than its rightful share of time and attention, and that great music, public service and human comedy shall not be overlooked for any other features."

In the ten years since KFI was launched as a 50-watt station, no other broadcaster has won a finer reputation in western radio circles than Earle Anthony. It was not by mere chance that Mr. Anthony, who has spent most of his adult years in Los Angeles and who has long been California distributor for the Packard Motor Co., embarked into the radio field. Even in the early days of crystal receivers, he had a vision of what radio could do both as an entertainment and promotional medium.

There were no commercial stations in 1922, when KFI was launched as a 50 watter. By the time advertising won its place on the air, KFI went to 500 watts. Soon, in December, 1924, it went into the 5 kw. class. Last year it went to 50 kw. on its clear channel. In the years of its growth, its popularity was consistently high. From the start, Mr. Anthony brought before his microphones the finest talent available.

In fact, on April 16, 1922, the inaugural night of KFI, he presented Eugene and Willie Howard as headliners. Before the year was out Mary Garden and Edward Johnson had appeared before its microphones despite the prejudices then prevailing in musical circles against the infant radio.

Among the "first events" of KFI was a broadcast it originated to 2LO, London, via KGO and WGY on short waves back in 1924—one of the earliest scheduled relays to foreign countries. That same year Mr. Anthony created the first western network by linking KFI with KPO, San Francisco, and this operated until NBC came to the Pacific Coast in 1927, when those stations joined the national network. It was KFI that brought the first transcontinental program into Los Angeles in the form of the Coolidge inaugural address in 1924, and in 1927 KFI originated the first east-to-west transcontinental network program as key station for the Rose Bowl football game at Pasadena.

Earle C. Anthony was born in Washington, Ill., Dec. 18, 1880. He was trained as an electrical engineer at Cornell. Having always shown a keen interest in mechanics, in 1894 he actually built an electric automobile powered by a motor of his own construction. The motor still reposes in his office.

After college he followed Horace Greeley's advice and went west. In California he originated the gasoline service station idea and operated a chain of them throughout the state. These he later sold to a large oil company. He became the Packard agent for the state, later including also the Hudson-Essex agency. He is credited with writing the first time payment lease on an automobile. At one time he held various radio patents and built and sold radio receiving sets.

Always nursing KFI, first as a hobby, then as a growing business, Mr. Anthony two years ago seized the opportunity to purchase KPLA, a 500 watter, rebuilt it and continued to operate it as KECA. That station's present transmitter is on the Packard building, though it shares studios with KFI. The KFI transmitter is about 15 miles from the city.

His interest in radio was sufficient to prompt him to accept the presidency of the NAB in its inceptive years, and he has served on its board after two years as president. His family and radio have been his primary hobbies, but he admits also to a keen interest in color photography, motion pictures and amateur theatricals. His clubs include the Midwick, Country Club, Los Angeles Athletic Club, California Club and Writers' Club, of Los Angeles, and the Bohemian Country Club of San Francisco.

PERSONAL NOTES

G. RICHARD SHAFTO, for three years radio specialist with the Graybar Electric Co., handling the sales of Western Electric equipment in the southeastern states, has been appointed general manager of WIS, Columbia, and WCSC, Charleston, both of South Carolina, and of WNOX, Knoxville, Tenn. W. Frank Hipp is president of the South Carolina Broadcasting Co., Inc., which owns the three stations.

BOAKE CARTER, formerly on the staff of the PHILADELPHIA DAILY NEWS, for which he has conducted news broadcasts over WCAU, Philadelphia, has resigned to join the staff of WCAU.

J. KELLY SMITH, commercial manager, and Walter Preston, production chief, of WBBM, Chicago, spent part of June in St. Louis helping reorganize KMOX, which like WBBM is owned by CBS.

J. C. McQUISTON, formerly in charge of advertising for the Westinghouse company, has been named manager of the American Gear Manufacturers Association, Wilkinsburg, Pa.

A. B. HENDRY, formerly with KWK and WIL, St. Louis, is now associated with the publication of CHICAGO PRODUCTS, a new monthly, which Associated Chicago Industries, Inc., 123 West Madison St., has established.

MRS. MAUD WESLEY McMANUS, secretary to Radio Commissioner Lafount, was to be married July 15 to George Minter Gossett, of Washington. Following a honeymoon in Canada, Mrs. Gossett will return to her duties at the Commission.

DON LEE, head of the CBS-Don Lee System, entertained Mr. and Mrs. William S. Paley aboard his yacht "Melodie" in a cruise in southern California waters just before Mr. Paley returned to New York to resume his duties as president of CBS.

FRED L. GOOD, long associated in theatrical booking enterprises in Wisconsin, has joined the Artists Bureau of WTMJ, Milwaukee.

JOSEPH F. WRIGHT, director of WILL, of the University of Illinois, Urbana, has been elected president of the Association of College and University Broadcasting Stations, succeeding R. C. Higgy, of Ohio State University.

WILLIAM HEDGES, manager of WMAQ, Chicago, presided over the meeting of the Chicago Broadcasters Association at the Chicago NBC studios June 13.

DAVE WARD, for the past year chief announcer of KELW, Burbank, Cal., has resigned to become a radio broker in Los Angeles.

THE VISITORS' book of Fred Weber, Chicago NBC traffic manager, for the month of June included B. J. Palmer, Central Broadcasting Co.; Stanley Hubbard, manager of KSTP, St. Paul; Walter Damm, manager of WTMJ, Milwaukee; Campbell Arnoux, manager of KTHS, Hot Springs; Orson Stiles, manager of WOW, Omaha; Edgar Bell, secretary-treasury of the Oklahoma Publishing Company which owns WKY; H. A. Hutchinson, of KVOO, Tulsa; James Carpenter, manager of WKBF, Indianapolis, and Andy Hertel, manager of WHBL, Sheboygan.

THAD H. BROWN, second zone radio commissioner, delivered an address on "Federal Regulation of Radio" before the Ohio State Bar Association, at Cedar Point, Ia., July 8. He presented a general review of current radio legislation and judicial results in the field.

C. E. PHELPS, night manager of Chicago NBC, was host to L. Field, of National Radio Advertising, and Miss Josephine Motley and Don Compton, vice president and general manager of Grigsby-Grunow, at the studios recently.

MRS. MAJORIE LEE, for the past two years secretary to Harry C. Butcher, Washington director of CBS, has resigned to join her husband, Dr. John Lee, who begins the practice of medicine at Orange, N. J. A farewell party to Mrs. Lee was given by Mr. and Mrs. Butcher July 10. Mrs. Lee is succeeded by Miss Mary Mulford.

MRS. LITA WOOTTON, chief of the Correspondence Section, Radio Commission, resigned July 1 to become associated with the new local station, WMAS, now being constructed at Springfield, Mass., licensed to Albert S. Moffett.

M. W. BRADBYER, formerly of the sales staff of WMAQ, Chicago, has joined the sales organization of WAAF, Chicago.

ROBERT SIDMAN, New York radio consultant, has been added to the radio staff of Columbia Pictures Corp., New York.

B. HARRISON CASSEL, New York national advertising manager of Radio Guide, has joined the national advertising staff of the NEW YORK EVENING POST.

J. W. LAUGHLIN, former manager of KPO, San Francisco, recently taken over by NBC, has left for a trip to South America, after which he will return to his desk in the Hale Bros. department store, former part owner of the station.

LEWIS ALLEN WEISS, Southern manager for the Don Lee System, was in Chicago during the week of July 4 on a business trip.

RALPH BRUNTON, manager of KJBS, San Francisco, is spending most of July in the Northwest on a combined business and pleasure trip.

GUY C. EARL, Jr., president Western Broadcast Co., owners and operators of KNX, Hollywood, returned recently from an airplane trip to Texas. Trip had to do with placing new "Frank Watanabe and Hon. Archie" transcriptions, originating at KNX.

HARRY SHAW, owner and manager of WMT, Waterloo, Ia., and president of the NAB, flew to Washington in his Stinson Junior the week of June 27. On the return flight, John M. Littlepage, of the law firm of Littlepage, Littlepage & Spearman, accompanied him as far as Chicago, where he attended the Democratic national convention, to which Paul D. P. Spearman, his associate, was an alternate delegate from Mississippi.

RUSH HUGHES, manager of KORE, Eugene, Ore., spent a two weeks vacation in July at San Francisco.

PAUL KESTON, director of sales promotion for CBS, has been visiting his parents in San Diego, Cal.

XUM

New England has money to spend

Get your share through the

YANKEE NETWORK

NEW ENGLAND leads the country in per capita purchasing power. It has 8.0% of the country's total wealth. It earns 8.4% of the total income.

New England consumes nearly 10% of all food sold in the United States. According to the New England Council, it is spending more per capita for new cars, gasoline, department store merchandise, life insurance and building materials than any other section of the country.

Concentrate your sales effort on this rich market.

The voice of the Yankee Network reaches every densely populated New England trading area . . . 8-station coverage that assures the largest possible listener audience.

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■

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit Kansas City
San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

BEHIND THE MICROPHONE

S. L. ROSS, founder of the NBC Artists Service, has been appointed director of the newly organized NBC Artists Bureau in Boston. Headquarters will be in the WBZ-WBZA studios in the Hotel Bradford.

PAUL FOGARTY, composer of "Betty Co-Ed" and other popular songs, is collaborating with Louis Wolf, ex-American League baseball player, in writing and staging a new feature on WGN, Chicago, called "Big Leaguers and Bushers." It recounts the adventures of two rookies. Fogarty has been added to the WGN staff as an announcer.

SHERWOOD HALL, Jr., has joined the staff of announcers at KDB, Santa Barbara, Cal.

ROBERT HARDING, formerly a featured pianist over WIP-WFAN, Philadelphia, is now serving as announcer over that station.

REYNOLD McKEOWN has quit the staff of WHBY, Green Bay, Wis., to become piano accompanist for Fiske O'Hara, Irish tenor.

HARRY TURNER and his band have returned to KFYR, Bismark, N. D., after a successful trip through the eastern part of the state.

PATTY JEAN, of the staff of WGAR, Cleveland, has been appointed official hostess of the National Air Races to be held in Cleveland in August.

LUCILE LONG, contralto, has signed a management contract with NBC artist service.

MISS TEDDY SALZBERG, of the program department of WOR, Newark, sailed June 30 aboard the S.S. "Europa" for a month's sojourn in London.

BERT CARLSON, of KYA, San Francisco, who writes under the name of Clyde LaClair, won the Shrine song writing contest with his composition, "Shriners, You're Welcome." Judges for the contest included Irving Berlin; Don Gilman, NBC vice president; Ed Little, music publisher; Paul Whiteman and William Woodfield, Jr., director-general of the Shrine convention this month in San Francisco.

KNOX MANNING, for the past year on the staff of WORC, Worcester, has been added to the announcing staff of WNAC and WAAB, key stations of the Yankee Network. He will be featured in some of the dramatic sketches on the network programs.

CARLTON KELSEY, music director of KFWB, Hollywood, has resigned in order to direct his own band at Santa Cruz during the summer months.

WILLIE RITCHIE, onetime lightweight champion of the world, takes the microphone for KYA, San Francisco, each Wednesday for the weekly fight broadcast.

SAM BENTON, announcer of WAPI, Birmingham, Ala., is presenting a one-man program each Wednesday, 9:15 p.m., under the title of "Melodies That Linger."

LOWELL THOMAS, featured on the Sun Oil Co. program on NBC-WJZ, has taken an office in the Empire State Building, in New York. Being on the 83rd floor, he claims to have one of the highest offices in the world.

KENNETH CARNEY, who has been operating his own advertising service, has joined the program and continuity department of NBC at San Francisco.

BLANCHE GILLESPIE, production department secretary at KHJ, Los Angeles, has become secretary to Raymond Paige, music director.

ALICE HOLCOMB, staff violinist of WFAA, Dallas, has been selected as soloist with the Dallas Symphony Orchestra. In selecting this 21-year-old artist, pupil of Auer, the Dallas Symphony Society broke a precedent against using Dallas soloists with the symphony. Vin Lindhe, Swedish concert pianist on the staff of WFAA, was soloist at the first popular concert of the Dallas Bowl Symphony Orchestra of the summer season. Alexander Keese, musical director of WFAA, is the resident conductor of the symphony, and Franco Artori, is guest conductor. Mr. Artori is assistant conductor of the Chicago Civic Opera.

VESTA SWENSON, Chicago NBC hostess, was married to Walter N. Colbath, champion diver and WGN artist June 16. Miss Swenson is a member of the Kappa Kappa Gamma sorority at Northwestern University and was school beauty queen for 1931. Colbath is a member of the Sigma Alpha Epsilon fraternity, was captain of Northwestern University swimming team, three times winner of the national collegiate diving championship, a member of the 1928 Olympic team, and central A. A. U. diving champion for seven consecutive years. The Colbaths are spending their honeymoon in Los Angeles, where Wally will compete in the Olympic tryouts and where both may try the movies.

H. V. KALTENBORN, CBS current events commentator, sailed early this month for his annual summer visit to Europe where he will interview notables and study foreign affairs for material for his autumn and winter broadcast.

THE CLARK Sisters, piano harmony team, have moved their "Song Stories" act from KFRC, San Francisco, to KLX, Oakland.

FRANK BULL, manager of KMTR, Hollywood, is announcing the nightly baseball games from Wrigley Field during the vacation of Oscar Reichow.

JACK DOUGLAS and his one-man show have joined WLW, Cincinnati. He was formerly heard over WJR and known as "Old Night Watchman."

VIRGINIA REA, who achieved popularity over the radio as Olive Palmer, has signed an exclusive contract with NBC and soon will be heard in a new series of programs over the network.

TED COOKE has become program manager of KDB, Santa Barbara, Cal. He was formerly on the entertainment staff as an artist.

GEORGE T. CASE, announcer of WCKY, Covington, Ky., is now heard in two interesting features, "Sportlights" and "Newslights," embodying the outstanding sport events of the day and week.

CARL RIBLET, radio editor and author of "Headlines" script show, is now producing his act over WIBO, Chicago, daily on a sustaining basis. Show concerns adventures of newspaper reporters.

MARY WOOD won over a half dozen contestants the soprano assignment on "Team Mates," NBC program for Wesson Oil Co. at San Francisco.

ANDY LOVE has been named assistant to Lew Frost, production chief for NBC in San Francisco.

JERRY WILFORD, "The O. Vagabond of the Air" is off KFRC, San Francisco, on which he conducted a midnight hour.

ARIZONA WRANGLERS, cowboy act for two years on KNX, Hollywood, Cal., have been booked for six-weeks tour of Washington and Oregon, beginning latter part of July. Troupe will barnstorm, advance agent having booked as many as three performances daily.

CHANGES in the staff of KTAB, San Francisco, include the appointment of Grant Pollack as chief announcer, succeeding Jimmy Kendrick. Ray Howell is a new addition to the staff, coming from KNX and KMPS, Hollywood.

IN THE CONTROL ROOM

JACK DEWITT, chief engineer of WSM, Nashville, has been conducting tests of the new 50 kw. RCA Victor transmitter which WSM expects to have in operation by July 15.

HAROLD PERRY, chief engineer for Don Lee stations in California, returned to Los Angeles headquarters after ten days at San Diego.

CURTIS MASON, for several years head engineer for KFI, Los Angeles, was to marry Miss Margaret Burnham Taylor, of Pasadena, on July 2.

KENNETH L. CURTIS, formerly with WMAQ, Chicago, has joined the operating staff of WGN, Chicago.

S. L. BAILEY, of the engineering consulting firm of Jansky and Bailey, Washington, returned July 1 from a two weeks vacation at his home in Minneapolis. Mr. Bailey recently completed the installation of the new 5 kw. Western Electric unit for CKOK, at Windsor, Ont.

AMONG the visitors entertained at the Chicago NBC studios during the month of June by Howard C. Luttgens, Chicago divisional engineer, were Harold Grossman, chief CBS engineer in New York; Yuji Osaki, radio engineer to the department of communication of the Formosa government; Thomas E. Higginson, commercial representative of A. T. and T.; and W. M. Robertson, sound technican for Paramount News, and a former NBC engineer.

HAROLD JACKSON, NBC engineer, was married July 9 to Edna Cunningham of the Chicagoettes, girl radio trio. Miss Cunningham is a Chicagoan and a graduate of the University of Illinois. Jackson was born in London, England, and was graduated from the University of London.

FRANK HICKS, Chicago NBC field engineer married Evelyn Grout of Lake Geneva, Wis., June 12. They are spending their honeymoon at Hicks' home in Springfield, Mo.

DR. ARTHUR EDWIN KENNELLY, of Kennelly-Heaviside layer fame and professor emeritus of electrical engineering at Harvard, on July 6 was elected vice president of the International Electrical Congress meeting in Paris. He is head of the American delegation recently named by President Hoover. Paul Janet, of the Institut de France, was chosen as president.

NICOLA TESLA, eminent inventor of the Tesla coil and various other radio and power transmission inventions, observed his 76th birthday July 10 with an announcement to the press that he is working on a new and startling invention, the nature of which he would not disclose.

JAMES LAWRENCE McQUARRIER retired on July 1 as vice president and general technical director of the International Telephone and Telegraph Corp. and of the International Standard Electric Corp. upon completing 50 years service in the communication industry. Forty-three years of this period was spent with the Bell System. Mr. McQuarrier has more than 100 patents to his credit.

ED ZIMMERMAN, of KPRC, Houston, participated in the celebration of the tenth anniversary of WFAA, Dallas, June 25, by broadcasting the dedicatory program.

KENNETH G. ORMISTON, technical supervisor of KNX, Hollywood, recently returned from a tour of inspection in the east, middle west and southwest during which he visited numerous 25 and 50 kw. transmitters. The trip was made in connection with KNX's intended purchase of equipment for its 25 kw. transmitter recently authorized by the Radio Commission.

CONTACTS with Herbert Hoover, Jr., who operates amateur station W6ZH, Pasadena, Cal., have been established more or less regularly in the "ham" radiophone hookups on 5 and 20 meters conducted by engineers of the staff of WGN, Chicago. Carl Meyers, chief engineer of WGN, who operates W9DN; George Lang, operating W9CLH, and Everett Blackman, operating W9BBU, conduct the three-way radiophone tests as a pastime and have contacted other "hams" in all parts of the world.

LIEUT. COMDR. Joseph R. Redman, allocation engineering exrert of the Navy, was married July 2 to Mrs. Marion Smith Hazard in Washington. He is one of the Navy's representatives in the preparatory conferences for the Madrid conference in September.

BORN, to M. W. Rife, Chicago NBC engineer, and Mrs. Rife a boy early in June.

ANNOUNCEMENT has been made of the marriage of K. F. Hicks, of the Chicago NBC engineering staff, on June 18.

Death Takes Noted U. S. Radio Experts

RADIO lost two of its outstanding scientists during the last fortnight with the deaths of Dr. George K. Burgess and Dr. Louis W. Austin, both of the Bureau of Standards, in Washington.

Dr. Burgess, as director of the Bureau for the past nine years, was in administrative charge of radio research activities and had contributed radio navigational aids to aviation. He died July 2 following a cerebral hemorrage at the age of 58.

Dr. Austin was a foremost authority on wave propagation, having been identified with wireless even before the time Marconi successfully transmitted the first message in 1901. Since 1923 he has had his own laboratory at the Bureau, devoting practically all of his time to wave propagation and interference problems, notably the reduction of static and fading.

From 1908 to 1923 Dr. Austin was head of the Naval Research Laboratories at Bellevue, D. C. He was co-author, with Dr. Louis Cohen, of the U. S. Army radio research staff, of the Austin-Cohen formula, making possible measurement of field intensities. He was president of the International Scientific Radio Union. Dr. Austin died June 28 after an operation.

Reber to West Point

LIEUT. MILES REBER, U. S. A., White House aide and instructor in the Army engineering school at Fort Humphreys, Va., has been ordered to West Point Aug. 25 as an instructor in engineering. He is a son of Col. Samuel Reber, U. S. A. retired, now foreign representative of RCA. Lieut. Charles E. Saltzman, who formerly also was a White House aide and who is the son of Maj. Gen. Charles McK. Saltzman, Radio Commission chairman, recently resigned to join the New York Telephone Co.

A NEW STATION to operate on 600 kc. with 250 watts daytime was authorized by the Radio Commission July 1, on application of the Thirty-first St. Baptist Church, Indianapolis, Ind. In granting the application the Commission reconsidered its action of June 21 designating it for hearing.

EDWIN K. COHAN, left, technical director of CBS, inspects novel simultaneous sight and sound transmitter developed by William B. Lodge, right, CBS development engineer, which goes on the air via W2XAB, the network's experimental visual station, July 21.

SYNCHRONIZED sight and sound will be broadcast by W2XAB, CBS experimental television station, beginning with its first anniversary on July 21, according to William A. Schudt, Jr., director of CBS visual broadcasting. The station went off the air July 4 to permit alterations in equipment for the synchronized "talkies." The anniversary program will be broadcast over the entire network, through WABC. Thereafter W2XAB will transmit sight and sound programs daily except Saturday and Sunday, 8 to 10 p. m., EDST.

Experimental work for this double transmission has been under the guidance of William B. Lodge, CBS development engineer and member of the well-known Massachusetts family of Lodges.

"Double modulation," Mr. Lodge said in explaining the new method, "is the term which best describes the principle upon which the system depends.

"The first step in the new system is to modulate a carrier of 45 kilocycles with the signal picked up by a microphone in the television studio.

"This produces a complex wave, from which the original sound could be obtained by a receiver tuned to 45 kilocycles. Actually, the signal is not radiated at 45 kilocycles.

"The television signal such as will be emitted by Columbia's W2XAB transmitter consists of frequencies up to 40,000 cycles per second or 40 kilocycles. In the operation of the sound and picture broadcast, the television signal, up to 40 kilocycles, and the modulated 45 kilocycles carrier are combined and both transmitted over the one station.

"At the receiving station the set is tuned to the frequency of the transmitting station, and then detects and reproduces the above signal. Frequencies up to 40 kilocycles are applied to the terminals of a neon tube and reproduce the television picture. As previously stated the 45 kilocycles modulated carrier wave contains the sound signal, and a receiver tuned to that frequency can be used to obtain the original sound.

"In the television receiver, therefore, it is only necessary to insert a simple filter at the terminals of the neon tube to prevent the 45 kilocycle voice carrier from interfering with the picture, and to add a second detector with a circuit tuned to 45 kilocycles to obtain the audio signal.

"It may be interesting to note that the sound program may also be detected by a conventional selective receiver tuned to a frequency 45 kilocycles either higher or lower than that of the transmitting station's carrier, or in the case of W2XAB either 2755 or 2845 kc."

Paul W. White Succeeds Jesse Butcher at CBS

RESIGNATION of Jesse S. Butcher, director of public relations of CBS, was announced July 11 by CBS. He is succeeded by Paul W. White, under the new title of publicity director. Mr. Butcher's plans remain undisclosed. He left for a trip to Europe July 8.

White has been connected with the CBS publicity department as news editor since December, 1930, coming from the New York staff of the United Press. He was for seven years with the U. P., and he was one of its star reporters. He joined the U. P. upon being graduated in 1923 from the Columbia School of Journalism. Before that he was telegraph editor of the KANSAS CITY JOURNAL. Kansas is his native state.

"Street Singer" Loses

ARTHUR TRACY, "The Street Singer" on CBS, lost a suit in the Queens, New York, Supreme Court July 1 when a referee and receiver were appointed to secure payment of one-third of his earnings to Edward Wolfe, theatrical manager, under a three-year contract made on June 25, 1931. Wolfe was also awarded rights to the use of the "Street Singer" title.

Won't Pay Olympics

WHETHER the Olympic games at Los Angeles will be broadcast over the networks remained in doubt as BROADCASTING went to press. Efforts of the Olympic committee to obtain a $100,000 fee from radio for the right to carry the games have been flatly rejected.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW ACCOUNTS on WFAA, Dallas, include: Texas Power & Light Company; Norge electric refrigerators; Piggly Wiggly (local stores); Westinghouse electric refrigerators; Goodier's Kitchen Hand Lotion; Lone Star Gas Co.; Katy Railroad, placed by Tracy, Locke, Dawson, Inc.; Tyler Commercial College, Tyler, Tex.; Marlin Mineral Water, Thurber-Capers Advertising Agency; Walker Properties Association of Austin, Tex., (Mexican delicacies) placed by Crook Advertising Agency, Dallas; Wyatt Food Stores placed by Ratcliffe Advertising Agency.

CALIFORNIA Animal Products Co. (dog foods) is sponsoring a series of electrical transcriptions over WNAC, Boston, under title of "The Adventures of Bart and Mike," Monday, 5 to 5:15 p.m. Emil Brisacher and Staff, San Francisco, handles the account.

NEW ACCOUNTS on WMAZ, Macon, Ga.: Bayer Aspirin, Frederick's Pharmacy, Kinnett Odon Co., Webster's Beauty Solon, Brunswick Board of Trade, World Microphone Co., and Cherry Street service station.

PUBLIC FOODS, Inc., San Francisco, on July 18 starts "Cecil and Sally" over KPO, San Francisco, daily except Sunday, 6:45 to 7 p.m., PST. Hanak, Klein & Leahy, San Francisco, handles the account. Ball Brothers, Muncie, Ind., (canners) started a program July 5, Tuesday and Thursday, 9:30 to 9:45 a.m., PST. No agency. Cecil and Sally will continue also to make transcriptions.

MERCHANDISE MART, Chicago, will present the Merchandise Mart Revue, musical variety series, over WENR, Chicago, Tuesday, Aug. 2, weekly 8:30 to 9 p.m., CDST, featuring different artists and standard orchestra. Aim is to have an audience of 400 in the NBC Chicago studio for each broadcast. The audience will consist of buyers invited by tenants of Mart building. Account is handled direct by the advertising manager of building.

WIEBOLDT Department Stores, Chicago, will sponsor daily weather reports over WMAQ, Chicago, for a month, beginning July 27.

WLS, Chicago, reports signing Mickelberry's Food Products Co., Chicago (sausages, bacon and meat specialties), beginning July 18 for five times weekly series at 12:30 p.m., CDST, featuring "The Old Timers," Ralph Emerson and Hal O'Halleran in organ, old songs and chatter, for new product, "Old Timer Cookie." Sehl Advertising Agency, Chicago, placed the account. WLS reports also signing Olson Rug Co. in a weekly "Sunset Serenade" beginning July 9, for 15-minute program at 7:45 p.m., CDST, with Cumberland Ridge Runners. Show, made up of mountain songs and play party games, will be on view to public in station's regular Saturday Barn Dance in Eighth Street Theater. Account was placed by Philip O. Palmer, Chicago.

ACCOUNTS reported by WDRC, Hartford, include Greyhound Management Co., Cleveland (Greyhound bus lines); Dentoza, New York (dentifrice); Country Club Soda Co., Springfield, Mass., (beverages); Gold Dust Corp., New York, (soap powder), and Allen Knapp, Inc., New York, (biscuit flour).

KNX, Hollywood, reports the following accounts: Legion Ascot Speedway, Los Angeles (racing), Wednesday afternoons, through Dr. Fred Loring, Los Angeles; Wisdom Soap Sales Co., Los Angeles, Bill Sharples Breakfast Club for nine months, through General Advertising Agency, Los Angeles; National Astrological Association, Thursday noons, through R. H. Alber, Los Angeles; Union Oil Co. of California, keyed from KNX and released to CBS, through Lord & Thomas; Raladam Co. (Marmola) Monday and Wednesday mornings for 5 minutes, through A. T. Sears & Son, Chicago; Hayman Oil Co., Los Angeles (remedies), time signals, through Paul R. Winans, Los Angeles.

HANAK, KLEIN & LEAHY agency of San Francisco has contracted with KFI, Los Angeles, for Tuesday, Thursday and Saturday programs with Roy Leffingwell, "The Musical Philosopher." Fresnol Ant Paste is the advertiser.

WMAZ, Macon, Ga., reports real results for Metro Studio, local photographer, which has taken three daily periods for a week to promote a special offering. Another successful local account was Kinnett Odom, promoting a new ice cream, which thousands asked for by name among the stores and parlors dispensing it.

KHJ, Los Angeles, has conducted an "economy vacation" program calling for essays from listeners on why they would like to spend their vacations at such-and-such places. Prizes of trips to the places described were given. Fresnol Products Co. sponsored the program, handled three times weekly at 8:30 a.m. by Roy Leffingwell.

NEW NATIONAL accounts on WTMJ, Milwaukee, include Wisconsin National Fireworks, Inc., Milwaukee, (fireworks) carrying announcements on special schedule, and the Chicago, Milwaukee, St. Paul & Pacific Railway Co., announcing excursions to Yellowstone National Park.

E. GRIFFITHS HUGHES, Inc., Rochester, N. Y., (Kruschen Salts), on July 5 began a 52-week series over WABC, New York, daily except Sunday, 8:30-8:45 a.m., featuring Bud Collyer, the "Kruschen Serenader." Harold D. Frazee & Co., New York, handles the account.

NATIONAL accounts reported by KWX, St. Louis, include: Alka Seltzer Co., Campana Italian Balm Co., Dorsey Perfume Co.. Northwestern Yeast Co., Raladam Co. (Marmola), and United Drug Co.

KLX, Oakland, Cal., reports an account for the Truman Co. (funeral home) using one 15-minute transcription weekly. The local branch of the Nehi Bottling Co. is placing transcriptions on KLX twice weekly.

RENEWALS on WOR, Newark, include the Governor Clinton Hotel and the Gloray Company accounts.

SEARS ROEBUCK & Co. increased its Sunday programs on WAAF, Chicago, from 45 minutes to one hour, effective July 10. Program consists of phonograph records of popular and semi-classical music, and is presented in behalf of city branch stores. Account placed direct.

KMBC, Kansas City, this month is observing the third anniversary of its popular script-musical feature, Happy Hollow, which carries a variety of commercial accounts by mentioning products in the continuity.

WIP-WFAN, Philadelphia, reports the following new accounts: California Animal Products Co., Oakland, Cal., (dog food), weekly musical program, through Scott Howe Bowen; Birdseye Packing Co. ((renewal); Raladam Co., Detroit, (Marmola); and announcements for Auburn Automobile Co., Auburn, Ind. The Magazine of the Air has the following new announcement-accounts: Universal Distributing Co., St. Louis (cosmetics); Hercules Powder Co., Wilmington, Del.

THE VALLEY FORGE Co. has been carrying advertisements in Philadelphia newspapers calling attention to the Beer-o-graph contest which it is conducting over WIP-WFAN, Philadelphia.

NETWORK ACCOUNTS

WHEATENA Corp., Rahway, N. J., on Sept. 26 will begin a new series entitled "Wheatenaville," a dramatic sketch written by Raymond Knight, over the NBC-KGO network, daily except Thursday and Sunday, 5:45-6 p.m., PST. McKee & Albright, Philadelphia, handles the account.

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax) on Oct. 4 will begin a series over the NBC-WJZ network entitled "Death Valley Days" and featuring dramatic sketches of pioneer life in Death Valley, Cal., with incidental music under direction of Joseph Bonime. It will be heard Tuesdays from 9:30-10 p.m., EDST. McCann-Erickson, Inc., New York, handles the account.

U. S. INDUSTRIAL ALCOHOL Co., New York (alcohol, pyro) on Oct. 23 will begin a program over the NBC-WEAF network the nature of which remains to be decided. It will be heard Sundays from 7:45-8 p.m., EDST. J. Walter Thompson Co., New York, handles the account.

GENERAL MILLS, Inc., Minneapolis (flour) on July 11 began a year's series featuring Percy Crosby's "Skippy" over CBS, daily except Sunday. There are two broadcasts, the first from 5:30-5:45 p.m., EDST, over WABC, WOKO, WNAC, WGR, WDRC, WCAU and WFAN, and the second from 6:30-6:45 p. m. over WCAO, WBBM, WKRC, WHK, CKOK, WOWO, WHEC, WFBL, WSPD and WMAL. Blackett - Sample - Hummert, Inc., Chicago, handles the account.

LA GERARDINE Co., New York (hair tonic), heard over CBS, has engaged "Lefty" Flynn, former Yale football star, and his wife, the former Nora Langhorne, of the famous Virginia family, for its entire "Midsummer Nights" series as a result of their success as singers on the July 7 program.

GOLDEN STATE Co., Ltd., San Francisco (butter, evaporated milk and ice cream) has dropped the sponsorship of the "Blue Monday Jamboree" on KFRC, San Francisco, and is planned to go on an NBC network. The Jamborees continue as a two-hour Monday night feature over the Don Lee network but is unsponsored.

SHUMILK CORP., East Orange, N. J., (shoe whitener) on June 29 started "Rollickers Quartet" over NBC-WJZ network, Wednesday, 8:15 to 8:30 p.m., EDST. Samuel C. Croot Co., New York, handles the account.

CANADA DRY Ginger Ale Co., New York, on August 1 renews contract for George Olsen and orchestra over NBC-WJZ and Canadian networks, Monday and Wednesday, 9:30 to 10 p.m., EDST. N. W. Ayer & Son, Inc., New York, handles the account.

E. GRIFFITHS-HUGHES, Inc., Rochester, N. Y., (Kruschen Salts) is sponsoring a series of 5-minute talks six days a week, 9:10 a.m. over the Yankee Network. The account was placed by the Harold D. Frazee Agency through Scott Howe Bowen, of New York.

GENERAL PAINT Corp. San Francisco, on July 8 started "Fay Fraser's Studio Party" over an NBC-KGO network, Friday 3:45 to 4 p.m., PST. N. W. Ayer & Son, San Francisco, handles the account.

PROSPECTS

BOTH RADIO and newspaper advertising will be used this autumn by the University of Iowa to stimulate attendance at its games. Weston-Barnett, Inc., Chicago agency, has been appointed to handle the account. The use of radio by a university for paid advertising is a new departure, and it is not believed that the anticipated action of the Big Ten, barring the broadcasting of football games, will affect the decision of Iowa "U" to place its copy over selected radio stations.

LOOSE-WILES BISCUIT Co., Long Island, N. Y., (Sunshine biscuits, crackers, cookies, etc.) will make up its lists during August, using broadcasting as well as other media. Advertising is placed by Newell-Emmett Co., Inc., 40 East 34th street, New York.

B. T. BABBITT, Inc., New York, (lye, cleanser, etc.), makes up its lists during August, using radio and other media. Peck Advertising Agency, Inc., 271 Madison avenue, New York, handles the account.

NEW MIDDLE WEST and Pacific coast markets will be sought by the Yakima Valley Peach Bureau, newly incorporated at Yakima, Wash., in a national advertising campaign to be handled by The Izzard Co., Seattle agency.

WISCONSIN & MICHIGAN Transportation Co., Milwaukee, operating steamers across Lake Michigan, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., 744 No. Fourth St., Milwaukee, to direct its advertising, using radio along with newspapers and outdoor advertising.

AGENCIES AND REPRESENTATIVES

REDFIELD-COUPE, Inc., 247 Park avenue, New York, places the radio advertising of: Bourjois, Inc.; Barbara Gould, Ltd.; Electrical Transcription Broadcasting System, Inc.; Malted Cereals; Petroleum Derivaties Co. L. P. Bansbach and L. L. Redfield are in charge of radio department.

NEWELL-EMETT Co., Inc., 40 East 34th St., New York, handles the radio accounts of Loose-Wiles Biscuit Co. and Liggett Myers Tobacco Co.

PITLUK ADVERTISING Co., Alamo National Bank Bldg., San Antonio, handles radio accounts of the Republic Portland Cement Co.; Hoffman-Hayman Coffee Co.; Graphite Oil Co.; San Antonio Chamber of Commerce. K. B. McClure is in charge of radio department.

PROCTOR & COLLIER, Inc., McMillan St. at Reading Rd., Cincinnati, places radio advertising of: Caldwell & Taylor Corp.; Craddock-Terry Co.; Taylor's Frozen Custard Co. George W. Jaap is in charge of radio department.

BLACKETT - SAMPLE - HUMMERT, Inc., 221 No. La Salle St., Chicago, handles the following radio accounts: Bayer Company; Boal's Rolls Corporation; Burnham Products Company; Chicago Flexible Shaft Company; J. A. Folger & Company; General Mills, Inc.; Edna Wallace Hopper; Jo-Cur, Inc.; Kissproof, Inc.; Knowlton Danderine Co.; Kolynos Company; Lavoris Chemical Co.; Beatrice Mabie, Inc.; Neet, Inc.; Parker Pen Co.; Louis Philippe, Inc.; Chas. H. Phillips Chemical Co.; Paul Schulze Biscuit Co.; Sperry Flour Co.; Wander Company; Wyeth Chemical Co. E. M. Aleshire is in charge of the radio department.

CONNER ADVERTISING AGENCY, Inc., 1523 Welton St., Denver, places radio advertising of: Barksdale Co. of Colorado; Colorado Potato Flake & Mfg. Co.; Daly Company: Denver Park & Amusement Co.; Foster Auto Supply Co.; J. D. Lee; Robar Corporation; Rocky Mountain Fuel Co.; E. A. Stephens Fur Co.; University of Denver; Ideal Laundry. William E. Bryan is in charge of radio department.

KLAU-VAN PIETERSON-DUNLAP ASSOCIATES, Inc., 744 No. Fourth St., Milwaukee, handles the following radio accounts: John Hoffman & Son Co.; Globe-Union Mfg. Co.; Thymo Borine Laboratory; Kellogg Seed Co.; Robt. A. Johnston Co.; L. J. Mueller Furnace Co.; Simplex Shoe Mfg. Co.; Lakeside Packing Co.; Blatz Brewing Co.; Brook Hill Laboratories; Wisconsin Ice & Coal Co.; Freeman Shoe Corp.; Oswald Jaeger Baking Co.; Lindsay-McMillan Co.; Luick Ice Cream Co.; Rhinelander Refrigerator Co.

ADDISON VARS, Inc., Vars Bldg., Buffalo, N. Y., places radio advertising of: Langs Ice Cream Co.; Hygrade Oil & Fuel Corp.; Hypochlorite Products Corp.; Goodyear Wende Oil Corp.; Stewart Motor Corp.; Stuyvesant Apartments; W. F. Groom.

RESULTS, Unlimited, is the firm name of a new agency that has been established at 47 Portland St., Boston, by Edwin H. Kasper and Aaron S. Bloom, who are collaborating in the writing and producing of a new feature called "Snoop and Scoop, the Legerdemaniacs of Mystery," which had its premiere over WBZ-WBZA July 5 and will continue on Tuesday and Thursday nights at 8:45.

WM. B. REMINGTON, Inc., 21 Besse Place, Springfield, Mass., handles radio accounts of: Florence Stove Co. and Country Club Soda Co. H. F. King is in charge of radio department.

FRED A. ROBBINS, Inc., 360 No. Michigan avenue, Chicago, places radio advertising of: I. J. Grass Noodle Co.; Keeley Institute; Whitlock & Co. V. M. Volino is in charge of radio department.

COLLINS-KIRK, Inc., 840 No. Michigan Ave., Chicago, handles radio accounts of: John F. Jelke Co.; Dr. C. H. Berry Co.; Kosto Co.; Indiana Botanic Gardens. W. H. Graham is radio executive.

ROSS ADVERTISING Co., 501 Standard Bldg., Fort Wayne, Ind., handles radio accounts of: Creek Chub Bait Co.; Bronson Reel Co.; Ovelmo Co.

SIMPERS Co., Lewis Tower, Philadelphia, places radio advertising of Individual Drinking Cup Co., Inc. J. E. McGiffert is in charge of radio department.

HAMMAN-LESAN COMPANY, Inc., 574-A Market St., San Francisco, places radio advertising of: Bank of America N T & S A, and the Pennzoil Co. Norman B. Stern is in charge of radio department.

DOW & PETERSON, Inc., 94 Church St., Burlington, Vt., handles radio accounts of: Champlain Transportation Co.; Kimball Brothers; Green Mt. Power Corp.; Burlington Drug Co.; Chittenden Co. Trust Co.; Wizard Oil Burner Co.

FEDERAL ADVERTISING AGENCY, Inc., 444 Madison Ave., New York, handles radio accounts of: P. Beiersdorf & Co.; Sinclair Consolidated Oil Corp.; Charles B. Knox Gelatine Co.; American Safety Razor Corp.; Porto Rican-American Tobacco Co. James Martin is head of radio department.

ALBERT FRANK & Co., New York, has been appointed to place the radio advertising of Austin, Nichols & Co., manufacturers, importers, exporters and distributors of food products.

BEHEL AND HARVEY, Inc., 400 W. Madison St., Chicago, handles radio accounts for: The Martin-Senour Co.; Wilkening Mfg. Co.; J. B. Sedberry, Inc.; Schutter-Johnson Candy Corp.

THE BLACKMANN Co., 122 East 42nd St., New York, places radio advertising for: The Proctor & Gamble Co.; Vacuum Oil Co.; U. S. Rubber Co.

CARPENTER ADVERTISING Co., 309 Citizens Bldg., Cleveland, handles radio accounts for: Columbia Refining Co.; Fixal Chemical Co. F. F. Lamorelle is in charge of radio department.

CECIL, WARWICK & CECIL, Inc., 230 Park Avenue, New York, places radio advertising for: Hills Bros. Co.; George W. Luft Co.; Planters Nut & Chocolate Co.; Polk Miller Products Corp.; Hygrade-Sylvania Corp.; G. Washington Coffee Refining Co.

CHAPPELOW ADVERTISING Co., 3615 Olive St., St. Louis, handles radio advertising of Earley & Daniel Co., Cincinnati. B. E. Chappelow is in charge of radio department.

FAXON, Inc., Chicago advertising agency, has filed a voluntary petition in bankruptcy. Samuel Howard, Chicago, has been appointed receiver. W. E. Faxon is president.

KMBC

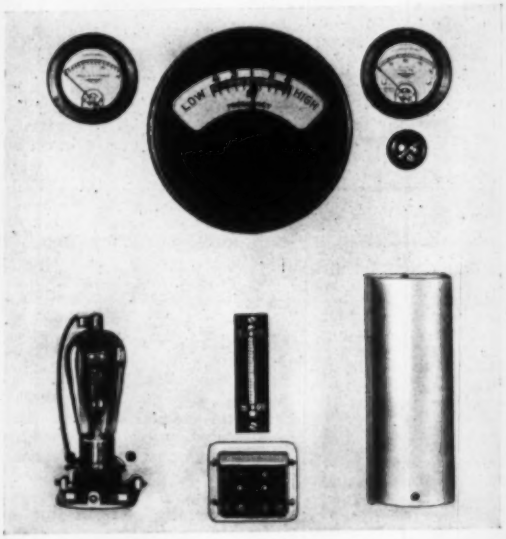
..facilities have improved constantly, not only to keep ahead of competition, but also to render its clients maximum service—

ANNOUNCES!

100% NEW MOST EFFICIENT WESTERN ELECTRIC EQUIPMENT

With this installation of the finest products of the great Bell Telephone laboratories and Western Electric plants; and with the most complete technical, programming and merchandising personnel, KMBC stands out in the forefront of America's leading broadcasting stations.

KMBC OF KANSAS CITY



APPROVED

BY

FEDERAL RADIO COMMISSION

APPROVAL No. 1455

VISUAL INDICATING

Frequency Monitoring Unit!

EMPLOYS ALL OF THE BEST FEATURES

NO RELAYS OR MOVING PARTS • TUBE TYPE HEAT CONTROL

INCLUDING TUBES
NET CASH
F. O. B. CHICAGO

$450.00

EXTENDED PAYMENT PLAN • $100 CASH WITH ORDER • $100 CASH ON DELIVERY
THEN, SIX MONTHLY NOTE PAYMENTS, $50 EACH INCLUDING INTEREST

DOOLITTLE & FALKNOR, Inc.

1306-8 WEST 74th STREET • CHICAGO, ILL.

EDMUND B. RUFFNER, formerly of the radio department of Erwin, Wasey & Co., New York, has joined the radio department of Benton & Bowles, of the same city. Mr. Ruffner once served on the announcing staff of NBC. Edward H. Gardner, formerly with the Chicago office of the J. Walter Thompson Company, has also joined the staff of Benton & Bowles.

ACCOUNTS being handled by First United Broadcasters, 201 No. Wells St., Chicago, of which Hugh Rager is managing director, include Willard Tablet Co., Chicago (medicines); Fan Rau, Inc., Des Moines (cosmetics), and Hanlins Wizard Oil Co., Chicago, (liniment).

CRITCHFIELD & CO., 8 So. Michigan Blvd., Chicago, places radio advertising for: Alligator Co.; American Institute Food Products; Atlas Brewing Co.; Chef Boiardi Food Products Co.; Coco Cod Co.; Durkee Atwood Co.; Letz Mfg. Co.; Minneapolis Shoe Co.; Pratt Food Co.; Process Corp.; Tennessee Products Corp.; Zinsmaster Baking Co.; Zinsmaster Hol-Ry Co.; National Home Magazines, Inc.; Raladam Co. F. R. Steel is director of radio.

CALKINS & HOLDEN, 247 Park Ave., New York, handles radio accounts for: RED BOOK magazine; Richard Hudnut, New York. Donald Peterson is in charge of radio department.

STATION NOTES

GENERAL OFFICES and production department of WIBO, Chicago, have been transferred from the north town studios to the Pure Oil Building in the Loop district. The morning broadcasts will continue from the studios at 6300 Broadway, and the afternoon and evening productions will continue to originate in the Chicago theater studios in the Loop.

CFJC, Kamloops, B. C., has been taken over by the KAMLOOPS SENTINEL, which is relocating the transmitter to provide complete British Columbia coverage and building a new uptown studio. R. G. Harness is station manager and Gerrard J. Quinney is technician.

C. R. CUMMINS, owner of WRAK, Williamsport, Pa., has bought the mechanical equipment of the SCRANTON SUN for use in the WILLIAMSPORT TIMES, which he will publish soon.

KYW, Chicago, has signed a half dozen new radio stars, including Drs. Pratt and Sherman, and has remodeled its studios.

OHIO STATE University, Columbus, O., has just issued a pamphlet titled "A Questionnaire Survey of the WEAO Radio Audience" in the interest of the station which it operates. The survey deals with the coverage of the station, the listening habits of its audience, popularity of programs, etc.

WBEN, Buffalo, utilized two short wave channels in broadcasting the Buffalo Centennial Celebration events, July 9 and 10. One of these features was the national outboard motor boat races. The equipment, authorized by the Radio Commission, was constructed by WBEN engineers.

THE TRANSMITTER of WREN has been moved from Lawrence, Kans., to Tonganoxie, 13 miles closer to Kansas City. WREN began operations from the new site June 26.

WFAA, Dallas, celebrates its tenth year on the air this month.

THE NEW 10 kw. RCA Victor transmitter of WWL, New Orleans, will be on the air before the end of the summer, reports Father Wallace Burk, director of the station, owned and operated by Loyola University.

KRE, Berkeley, Cal., has opened an additional studio in downtown Oakland. The studio, from which a large part of KRE's programs will originate, is open to the public.

CBS will reopen WJSV, Alexandria, Va., recently leased, on or about Oct. 1, according to Harry Butcher, Washington director, who will manage the station. A site for the new transmitter has been found on the George Washington Memorial Highway overlooking Washington and near the Potomac River bank. Colonial architecture will be used in erecting the studio and transmitter house in keeping with aims of the National Planning Commission.

A NEW TYPE of pickup is being used by the WGN Symphony Orchestra heard over WGN, Chicago. Comprising a shielded microphone to alleviate accoustical distortion, it was designed by Jack Pierce of the WGN engineering staff.

WIS, Columbia, S. C., has begun operation of its new Western Electric 304-A grid modulated transmitter, together with Western Electric 9-A speech input and dynamic microphones in the studios.

WCSC, Charleston, S. C., has started work on its new transmitter over the salt marshes adjacent to the Ashley River. Western Electric equipment is being used.

WHB, Kansas City, has opened its new studio on top of the Scarritt Bldg.

KFBI formally opened its new studios at Abilene, Kan., July 14 and has since kept open house. The station is owned and operated by the Farmers and Bankers Life Insurance Co., Wichita.

WISN, Milwaukee, dedicated its new studios with a midnight broadcast July 15 over the CBS network.

CANADA'S first television station was to go on the air about the middle of this month as an adjunct of CKAC, Montreal, operated by LA PRESSE. Using Western Television Co. equipment, the station is to operate on 2,100-2,200 kc., over a synchronized sound track of 349 meters.

PROGRAMS of WBNX and WMSG, New York, are being transmitted temporarily over the transmitter of WCDA at Cliffside Park, N. J.

PROGRAM NOTES

FREDERICK STARK, of KHJ, Los Angeles, recently staged a veritable sound effect man's jamboree under the program title of "Street Scenes." Some of the sound effects produced were: Noise of the "El" or elevated railways of New York; the drone of the subways; the ferries in New York harbor; the famous "night noises" of Broadway; the hubbub of Harlem, the Ghetto, Bronx and other sections of the city; sport effects at the Polo Grounds; and Coney Island Ballyhoo and atmosphere.

UNEMPLOYED musicians of Los Angeles have been formed into 60 to 80-piece symphony orchestra broadcasting alternate Sundays over KNX, Hollywood, Cal., by remote control from a city park. Musicians' Union, City Park Board of Los Angeles and KNX split expenses to aid players.

JOSEPH I. ARNOLD, professor of sociology and economics, State Teachers College, Bridgewater, Mass., talks each Monday night on "Current Events" over WAAB, Boston, and the Yankee Network.

KFYR, Bismark, N. D., presented an interesting and original program recently in the form of circus yarns told by the Old Clown, Ed Dingman, featured soloist with Harry Turner's orchestra.

KFWB, Hollywood, has inaugurated a new sustaining feature called "The Antique Shop." Tunes will be strung together with word pictures describing odd sights and tomes in a musty book stall.

WWNC, Asheville, N. C., and the ASHEVILLE CITIZEN-TIMES, which owns and operates it, are collaborating in sponsoring a contest for summer food recipes solicited from housewives. Three winners are to be announced in a special tabloid section of the newspaper featuring food accounts to appear July 20.

A STOCK company consisting of talent drafted from various departments of the NBC in New York, launched a series of broadcasts over that network on July 8. William Rainey, of the program department, sent invitations to all talented NBC employees to participate.

DUKE MEYERS, "radio globe trotter" of KFRC, San Francisco, has inaugurated a "news parade" once a week in the form of condensed summary of the week's news.

"PATSY LEE, Your Girl Friend," is a new program on KJBS, San Francisco, every afternoon. Period is sponsored by spot announcements and includes both singing and records with advertising worked into continuity.

"SLIM AND SPUD," comic strip of THE PRAIRIE FARMER, has been adapted for radio presentation and is broadcast Monday, Wednesday and Friday at 2 p. m., CDST, over publication's station, WLS, Chicago. Malcolm Clair writes the script.

JOHN SHEPARD, 3rd, president of the Yankee Network, was interviewed during the inaugural program of "Yankee Network Personalities," Monday night feature on WAAB, Boston, and the Yankee Network. Bob Donahue, of the network press department, conducts the interviews.

WSB, Atlanta, again this month in cooperation with the Georgia State College of Agriculture, Athens, and the U. S. Department of Agriculture started a broadcast of up-to-the-minute peach market news. A summary of the peach market is carried daily except Sunday at 2:45 p. m. The feature was inaugurated last year and proved of inestimable value to Georgia peach growers.

COOPERATING with WHK, Cleveland, the merchants of Lorain, O., and the LORAIN JOURNAL this month have been conducting a radio audition contest in a local theater to develop new talent. Regular eliminations are held for amateur singers and musicians between 15 and 25. After the finals July 24, the winner will be given a spot on the WHK program schedule.

EQUIPMENT

NEW VISUAL FREQUENCY monitor orders placed with Doolittle & Falknor, Inc., Chicago, supplementing list of 30 published in the June 15 issue, include: WHFC, WKBB, WCLS, WGBU, WIBX, WIBU, KFXF, WEDC, WSBC, KGKY, WSYR, WGH, WHOM, WRR, KGFW, WWAE and WHBD.

RCA VICTOR Co., Camden, N. J., has assigned R. V. Beshgetoor to Buenos Aires as managing director of RCA Victor Argentina, Inc. A University of Michigan engineering graduate and formerly with General Electric Co., Mr. Beshgetoor will have charge of all Argentina sales, including those of broadcast equipment.

WESTERN ELECTRIC Co. is supplying equipment for the transmitting and receiving units to be installed in Central America and the Bahamas for the new A. T. & T. radiotelephone service being projected from Hialeah, Fla., near Miami, to Panama, Honduras, Nicaragua, Costa Rica, Colombia, Venezuela and the Bahamas.

THE FEDERAL TELEGRAPH Co. has been awarded a contract to furnish 30 wavemeters to the Airways Division, Department of Commerce.

THE FOTO-VOICE Co., Norfolk, Va., has installed a new 33 1/3 r.p.m. turntable in WPHR, Petersburg, Va.

Beer Advertising

IF BEER returns, the advertising business will boom, Roy Dickinson writes in the July 7 issue of Printer's Ink. And, it is presumed, radio will gets its share. An estimate is given that 847 brewers would spend at least $13,000,000 in advertising the first year the Volstead act is "liberalized." One brewery alone would spend $300,000.

Progress on Copyrights

(*Continued from page 10*)

from the Federal Radio Commission, shall refuse to allow any legitimate advertiser or sponsor of radio programs the use of such stations for the broadcasting of his advertisements or sponsored programs at a reasonable price for the privilege therefor, such advertiser may appeal to the Federal Radio Commission to fix such reasonable price or fee, and upon tender of same he shall be entitled to the use of said broadcasting station or stations for the broadcasting of his advertisements or programs. The reasonable price or fee so fixed shall be limited to an amount which will justly compensate the owner or operator of the station for the use made thereof, and shall in no event exceed the amount of a reasonable fee or price which, under similar circumstances would have been charged by the owner or operator of the radio broadcasting station for the use thereof. In determining the amount of such just compensation or of such reasonable fee the prices currently paid for similar broadcasting privileges under similar circumstances shall be considered. Upon payment of a reasonable fee, as found by the Federal Radio Commission, the advertiser or sponsor of programs may, in the discretion of the Commission, be entitled to continue the use of such station at the same rate of payment for such reasonable period as the Commission may deem just."

Dead for This Session

THE BILL was referred to the Committee on Merchant Marine, Radio, and Fisheries, where it is destined to repose, at least until the next session in December. It is doubted whether the measure was intended seriously, since it is inconsistent with established law, and would, if adopted, place all stations in the class of public utility common carriers.

The second LaGuardia bill (H. R. 12844) follows closely the language of the Chindblom amendment by proposing to make the same terms and conditions applicable to patented radio equipment. Referred to the Patents Committee, it would provide that recovery in patent infringement suits by pools or monopolies should be limited to a reasonable fee fixed by a court and that the infringer thereafter must be licensed to use patents upon payment of fees regularly charged other licensees.

IN THE PUBLIC INTEREST

GREAT audiences have been created only by those stations which have truly served the public interest.

THE management of WMAQ has always placed a strict interpretation upon that phrase of the radio law requiring the operation of stations "in the public interest, convenience and necessity."

EACH program sponsor is required to make a contribution to the entertainment of the radio audience for the privilege of bringing his sales message into the homes of the radio listeners.

THIS policy has created a steadfast and loyal following for all programs on WMAQ. Each new advertiser, therefore, enjoys a heritage of ten years of good will built up by this pioneer station.

WMAQ is a foremost medium in one of the nation's greatest markets.

It Pays to Advertise on WMAQ

WMAQ

Merchandise Mart • Chicago

670 Kilocycles • Cleared Channel

A NATIONAL BROADCASTING COMPANY NETWORK STATION

A MODERN TRANSMITTER IS NO GUARANTEE OF A DISTORTION-FREE SIGNAL

▼

■ Even well designed modern transmitters are capable of serious modulation distortion if some simple maladjustment—wrong value of grid bias, for instance—occurs. Modulation distortion becomes a particularly flagrant difficulty as the percentage of modulation is pushed closer and closer toward 100%. Asymmetry of the carrier modulation (i.e. unequal percentage modulation on positive and negative peaks) is only one of these troubles.

■ Protection against modulation troubles is best secured through a daily routine check on the transmitter with a General Radio modulation meter. This instrument not only measures percentage modulation on both positive and negative peaks, but it can show shifts of the average amplitude of the carrier during modulation and non-linearity of the modulation system. It operates from power picked up in the antenna circuit and its indications are, therefore, independent of conditions within the transmitter.

■ A useful auxiliary, the distortion-factor meter, makes it possible to measure the amount of distortion occurring in the entire transmitter from speech circuit to antenna.

■

Write for more data on our method of checking transmitter distortion.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

Furore Over Football, Boxing Edicts

(Continued from page 12)

dictated to as to how it shall furnish sporting events to the public. NBC has a contract with the Madison Square Garden Corporation for the broadcasting of championship bouts, but it was intimated that it probably would forego that arrangement rather than accede to the censorship.

CBS in a formal statement termed the ruling "a serious blow at the freedom of broadcasting," adding:

"This arbitrary ruling undoubtedly will serve to handicap the broadcasters' service to the public.

Radio Likened to Press

"IT IS NO more logical for the Commission to choose or to approve broadcasters of fights than to choose or to approve those who cover fights for the press. Radio companies are fully qualified to select their own spokesmen, just as editors are qualified to select their own reporters. In the event that an announcer might prove unsatisfactory the expressions of public dissatisfaction quickly would bring about his elimination.

"The ruling of the Commission that only broadcasters it has approved may use the microphone is a distinctly muzzling regulation calculated to keep the listening public from enjoying the full flavor of fights. We believe that radio audiences will greatly resent losing the privilege of hearing from the participants, their managers and others who have interesting things to say. Boxing might be better served by full and free publicity."

Much editorial opinion in the sports press has been aroused by both restrictions on radio. Westbrook Pegler, noted syndicate writer of the CHICAGO TRIBUNE, declared in an article July 5 that no such attempts would be made to bar newspapers from covering football games or prizefights in any manner they please, since such rulings would only revive the old mischievous daring and resourcefulness of the craft in going to any end to get the story.

Radio Started Wrong

"BUT, OF course, the broadcasters cannot do anything of the kind," Mr. Pegler wrote. "There are too many practical difficulties, and anyway, radio, as a news agency, for the public, started out wrong. Radio began by asking people's very kind permission to cover this or that event of news interest and, in many cases, paying heavily for the privilege.

"Consequently, radio has been notoriously sweet to everybody, and it has no adjective but 'lovely' and its variants. Mr. Ted Husing used another word in describing a Harvard football game last fall, and you will remember what happened to Mr. Husing for that. * * *

"The newspapers have established that it is not their privilege but their right to cover football games and certain other events with freedom to record them as their reporters see and interpret them. Radio neglected to establish this principle and that is why today the New York prizefight commission is able to impose an iron censorship on the broadcasts of big prizefights and certain colleges are able to bar the radio and get away with it. * * *

Intent in Censorship

"I CANNOT imagine any newspaper submitting to the humiliating conditions that its news accounts of a large New York prize fight must be edited to the complete satisfaction of old Mr. Muldoon of the prizefight commission. But stealthily at first, and more boldly of late, the Commission has asserted a right to pass on the qualifications of broadcasters assigned to cover the fights on the air. The chief qualification for the assignment is that the broadcaster be satisfactory to the commissioners.

"The chief quality necessary to satisfy the commissioners is perfectly obvious. The broadcaster cannot deliver satisfactory to the commissioners if he utters remarks tending to reflect discredit on the grand old game and, plainly, if his remarks do not frequently reveal the sins of the grand old game they cannot be any good from the standpoint of fidelity and accuracy. * * * If Mr. Muldoon is able to rule a man off the air for such reasons, it follows that he can suppress radio discussion of facts and conditions which, in the newspapers, will receive the most emphatic telling about.

"That is the difference between radio and the newspapers and you may be sure that no prizefight commission will ever have the gall to undertake to tell the newspapers that they may send to the ringside only those reporters whom he approves.

Couldn't Stand Expose

"IF ANY commissioner were to do that, the newspapers naturally would suspect that he had something pretty bad that he was trying to cover up. And by the time they got through working on him in print and in the courts, there would be no further use for a prizefight commission. The prizefight racket could not live through an expose conducted by press energized by an attack on freedom.

"But, of course, Mr. Muldoon is a great hand to pick his spots when he goes censoring and domineering. He realizes that radio is not newspaper. Up to this time, radio, although it purports to serve as a source of news, has never developed a noted editor nor in fact any editors at all, but only fixers and contact men who do not fight for their rights but rather plead for privileges. In fact, I would not say that radio has any such rights as the newspapers have because it has never assumed the responsibility for any opinions or principles. You surrender your rights as a news agency when you submit your broadcast to any rule than the rule of the news."

New Business Branch

A NEW BUSINESS department has been established as a separate branch of the Chicago NBC sales division, with Kenneth Carpenter assigned to handle new accounts and "buildups." Don Bernard of the program department has been appointed program advisor of the new department.

Station WOR

Newark, New Jersey

Population of Metropolitan District of New York

(This is the area as defined by the Merchant's Association of New York)

New York City:	
Bronx	1,265,258
Brooklyn	2,560,401
Manhattan	1,867,312
Queens	1,079,129
Richmond	158,346
Total	6,930,446

*New Jersey Section:	
Bergen	364,977
Essex	833,513
Hudson	690,730
Middlesex	212,208
Monmouth	147,209
Morris	110,445
Somerset	65,132
Union	305,209
Passaic	302,129
Total	3,031,552

**New York State (exclusive of New York City):	
Westchester County	520,947
Nassau County	303,053
Rockland County	59,599
Suffolk County (part of):	
Babylon town	19,291
Huntington	25,582
Total	928,472

Connecticut Section:	
Fairfield County (part of):	
Darien town	6,951
Greenwich town	33,112
New Canaan town	5,456
Norwalk city	36,019
Stamford town	56,765
Total	138,303
Metropolitan District Total	11,028,773

WOR offers concentrated coverage of this area and should be seriously considered in the formulation of any advertising budget.

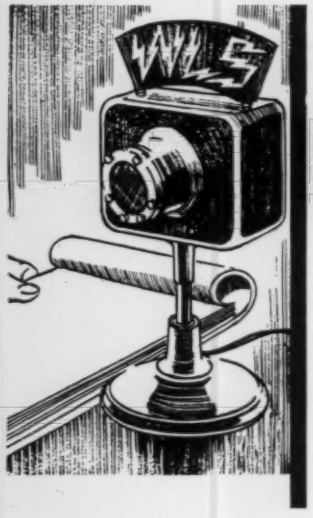
* Leads in percentage of radio sets to homes.
** Second highest percentage of radio sets to homes.

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City



RESULTS

THE FINAL STANDARD for measuring the effectiveness of any Advertising

On March 30th, 1932, a nursery account, using WLS advertising for the first time, went on the air with spot announcements. Results from their original two-week contract were so overwhelming that they continued an additional four weeks. Thirty-seven one-minute announcements and 28 quarter hour programs during the six weeks' period secured 37,600 orders for nursery stock.

A breakfast cereal manufacturer, using 15 minutes on WLS daily except Sunday since Sept. 15, 1930, has received a total of 184,218 box tops from the product; 37,194 in 1930, 82,493 in 1931, and 64,531 in the first five months of 1932. Unassisted by any other form of advertising WLS has increased the distribution in the Chicago area from but TWO to 5,000 dealers.

Let WLS help increase your sales. Whether your problem is distribution or retail sales, our competent program department will make a careful study of your market and build you programs which bring RESULTS.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, Pres. Glenn Snyder, Mgr.
Main Studios and Office
1230 West Washington Boulevard, CHICAGO
50,000 Watts • 870 Kilocycles

Listening Habits and Income

(*Continued from page 11*)

differences in certain sections of the listening curves.

In general there is a tendency for the higher incomes to show smaller proportions of listeners at all hours of the day except between 6 and 9 p. m. This is especially noticeable in the morning and afternoon hours. The proportion of listeners in the group under $2,000, for example, in the afternoon is probably larger than is popularly supposed, the number between 3 p. m. and 5 p. m. being about 32 per cent of the most popular hours in the evening.

Incidentally, it might be remarked that the female audience contributes substantially to this result. The same can not be said for the other income groups, however, and the difference between the lowest and the highest income groups is particularly marked. On the other hand, the hour of 4 to 5 o'clock in the afternoon was found unusually popular in the highest income group.

This raises the question of the effect of the program upon the proportion of listeners, a question which is of considerable importance. Is it not possible that the relative popularity of hours, within certain limits, might be considerably modified by the type of program presented? This offers a field for further investigation to determine the extent within which "hour popularity" may be modified by "program popularity" or, in other words, the relative effect of the time of day as compared with the kind of entertainment.

Variations Noticeable

IT WILL ALSO be noticed that the proportion of listeners in the higher income groups tends to fall off more rapidly in the later hours of the evening. The hour from 9 to 10 o'clock appears to be almost as popular in the two lower income groups as the most popular hour, 7 to 8, but the diminution in attractiveness for the higher income groups of the later evening hours is quite evident, although not extreme. This would also be evident in the "Saturday listening curve" if space were available to reproduce it. Thus it is apparent that there are noticeable variations in listening habits among different economic groups.

This investigation has revealed, not only considerable information of practical value to broadcasting stations and advertisers, but also has suggested numerous profitable avenues for further investigation. For example, as might be expected, marked differences are shown in the listening habits of males and females. The results also raise a presumption that there are important variations in the habits of whites and negroes, but unfortunately the number of the latter included in the sample was so small that the variations may be merely chance fluctuations.

Saturday Afternoon Peak

ON SATURDAY afternoon the highest income group reaches a higher peak than other income groups. On Sundays, even in the morning and afternoon, there is a close correspondence between the listening times for males and females, in contrast with the important differences found to exist on weekdays. I refrain from mentioning well-known differences in program preferences among different economic groups.

In brief it would seem that the investigation of the habits of radio listeners is a field which may be cultivated with considerable profit by the broadcaster and the advertiser. As is always the case with new industries, radio broadcasting was at first compelled to rely upon popular suppositions, a priori hypotheses and crude estimates. Recent studies have contributed, however, to a more exact knowledge of the preferences of listeners for types of programs, extent of listening, preferred hours and station coverage. Much more remains to be done in ascertaining nature of coverage, effect of programs upon listening habits, racial and sex differences in listening habits and the analysis of listeners' economic status.

[1] H. S. Hettinger, "Radio Survey," Universal Broadcasting Co., 1930.
[2] Hettinger and Mead, "Analysis of the Summer Radio Audience," Universal Broadcasting Co., 1931.
[3] Robert Riegel, "The Buffalo Radio Audience," WBEN, Inc., 1932.
[4] A report of the results of this study will shortly be published by Station WBEN under the title "The Buffalo Radio Audience."

AN INCREASE in power from 50 to 100 watts, and authority to make changes in equipment has been granted KRSC, Seattle, by the Radio Commission.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

ADVERTISERS ■

A publication is judged by its advertisers. The accompanying list of 77 FIRMS that have appeared in the advertising columns of BROADCASTING, since this magazine's inception only nine months ago, definitely qualify this publication as the leader in its field.

▼

The confidence expressed by these advertisers is a glowing tribute to the editorial honesty and integrity of BROADCASTING as well as its inclusive scope and coverage.

▼

Most of this advertising was placed by leading advertising agencies—which is further proof that BROADCASTING covers its field more completely and with less waste than any other publication.

▼

■ *If the name of your firm is not in the column at the left—you are missing business which you can readily gain through advertising in* BROADCASTING. *Your advertising will be in good company and in a publication of recognized merit—all of which lends to the sincerity of your message.*

WBBM	WKRC	WTIC
WBT	WKZO	KDKA
WBZ	WLS	KELW
WBZA	WLW	KFH
WCAE	WMAL	KFKX
WCAU	WMAQ	KMBC
WCCO	WMBD	KMOX
WCLO	WMCA	KSTP
WCSH	WMT	KYA
WFAN	WNAX	KYW
WFBG	WOKO	CFCF
WGN	WOR	CKOK
WIP	WPG	
WJR	WPTF	

Shepard Broadcasting Service, Inc.
(Yankee Network—10 Stations)

Don Lee Broadcasting System
(8 Stations)

Advertisers Radio Service, Inc.
Air Law Institute
American Broadcasting College
Bowen, Scott Howe, Inc.
Century Co., The
Consolidated Press
Continental Eastern Distributors
Craven, T. A. M.
DeForest Radio Co.
Doolittle & Falknor
Felix, Edgar H.
Gates Radio & Supply Co.
General Radio Co.
Harper & Brothers
Jansky & Bailey
Littelfuse Laboratories
Mahone, George
National Association of Broadcasters
National Radio Advertising, Inc.
National Radio Equipment Exhibition
NBC Artists Service
Postal Telegraph
RCA Communications, Inc.
RCA Victor Co., Inc.
Radio Research Co.
Radio Television Industries Corp.
Sanabria Television
Sears, A. T. & Son, Inc.
Union Mutual Life Co. of Iowa
United States Gypsum Co.
Universal Microphone Co., Ltd.
Western Electric
Western Radio Engineering Co., Inc.
Wiley, John & Sons, Inc.
World Broadcasting System

■

NATIONAL PRESS BUILDING

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

WASHINGTON, D. C.

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JULY 1 to JULY 14 INCLUSIVE

Applications . . .

JULY 1

WHEB, Portsmouth, N. H.—Modification of CP for a new station on 740 kc.; requests extension of completion date to 8-8-32.

WLIT, Philadelphia—Voluntary assignment of license to Lit Brothers Broadcasting System, Inc.

WSMB, New Orleans—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS, facilities of KWEA.

WREN, Lawrence, Kan.—License to cover CP granted 2-26-32 to move transmitter from Lawrence, Kan., to South of Tonganoxie, Kan.

JULY 6

WCAH, Columbus, O.—Determine license power of station by direct measurement of antenna.

WTFI, Athens, Ga.—Voluntary assignment of license to Liberty Broadcasting Co.

KRMD, Shreveport, La.—CP to move transmitter locally.

NEW, Greenville, S. C.—J. E. Richards for CP on 590 kc.; amended to omit request for facilities of KOCW.

KUSD, Vermillion, S. D.—CP to make changes in equipment and increase power from 500 w. to 1 kw.

KFGQ, Boone, Ia.—License to cover CP granted 1-22-32 for changes in equipment.

WOS, Jefferson City, Mo.—Modification of license to increase power from 500 w. to 500 w. 1 kw. LS.

KFSD, San Diego, Cal.—Modification of license to increase power from 500 w., 1 kw. LS, to 1 kw. day and night.

Applications returned: WLBX, Long Island City, N. Y. —CP for 1300 kc. 500 w. (WLBX deleted); WHDF, Calumet, Mich. — Modification of license for specified hours; WGST, Atlanta, Ga.—Modification of license to increase power to 500 w. day and night.

JULY 7

WTIC, Hartford, Conn.—Install automatic frequency control.

WEBR, Buffalo, N. Y.—CP for auxiliary transmitter amended as to equipment; auxiliary to operate with power of 100 w.

WHBQ, Memphis—CP to move transmitter locally.

NEW, Lewiston, Idaho—Grief & Ericson for CP to use 1210 kc. 100 w., unlimited time.

KRSC, Seattle—License to cover CP granted 6-17-32 to increase power to 100 w. and make changes in equipment.

KUMA, Yuma, Ariz.—License to cover CP granted 4-29-32 for authority to move station from Flagstaff, Ariz., to Yuma, Ariz.

KYW-KFKX, Chicago—CP amended to move transmitter to Whitemarsh Township, Pa., instead of near Essington, Tinieum Township, Pa.

JULY 9

WDEV, Waterbury, Vt.—CP to change from 1420 kc. 50 w., specified hours, to 550 kc. 500 w., D. and make changes in equipment.

WMIL, Brooklyn—Modification of license for increase in hours of operation (1/3 of WLBX's facilities; WLBX, Long Island City, N. Y., was deleted 6-25-32).

NEW, Erie, Pa.—Erie Broadcasting Corp., for CP to use 800 kc. 2½ kw., D. till sunset at Dallas, Tex.

WAPI, Birmingham—Voluntary assignment of CP for 25 kw. to WAPI Broadcasting Corp.; also voluntary assignment of license to WAPI Broadcasting Corp.

JULY 13

WBCM, Bay City, Mich.—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS.

WIP, Philadelphia—Voluntary assignment of license to Pennsylvania Broadcasting Co., Inc.

WMBG, Richmond, Va.—CP to make changes in auxiliary transmitter and increase operating power of same from 10 w. to 100 w.

WIS, Columbia, S. C.—Determine operating power of station by direct measurement of antenna power.

KFPW, Fort Smith, Ark.—License to cover CP granted 4-26-32 for 1210 kc. 100 w., unlimited time, and changes in equipment.

WGST, Atlanta, Ga.—License to cover CP granted 3-18-32 for changes in equipment.

NEW, Athens, Ga.—A. H. Yeomans for CP to use 1450 kc. 500 w., unlimited time, facilities of WTFI, Athens, Ga.

KFJF, Oklahoma City, Okla.—Install automatic frequency control.

WIOD-WMBF, Miami, Fla. — License to cover CP granted 3-29-32 for changes in equipment (new transmitter).

WWL, New Orleans—Modification of CP to extend completion date to 9-13-32.

Decisions . . .

JULY 1

WSAJ, Grove City, Pa.—Granted CP to move transmitter locally and install new equipment.

WHOM, Jersey City, N. J.—Granted license covering local move of station and changes in equipment; 1450 kc., 250 w., share with WNJ and WBMS.

WNBH, New Bedford, Mass.—Granted license covering changes in equipment and increase in day power from 100 to 250 w.; 1310 kc., 100 w. 250 w. LS, unlimited.

WBBM-WJBT, Chicago—Granted license covering installation of new equipment and to use present transmitter as auxiliary; 770 kc., 25 kw., simultaneous day, share KFAB night.

WCAO, Baltimore, Md.—Granted authority to install automatic frequency control for auxiliary transmitter.

WTEL, Philadelphia, Pa.—Granted authority to install automatic frequency control.

KBPS, Portland, Ore.—Granted authority to install automatic frequency control.

WGCP, Newark, N. J. — Granted license covering changes in equipment and move of transmitter locally; 1250 kc. 250 w., shares with WODA and WAAM.

WAAB, Boston—Granted authority for direct measurement of antenna input power.

WNAC-WBIS, Boston—Granted authority for direct measurement of antenna input power.

WMBI, Chicago—Granted authority for direct measurement of antenna input power.

WHB, Kansas City, Mo.—Granted authority extend completion date for installation of automatic frequency control for two months.

WCAO, Baltimore—Granted authority to suspend operation of auxiliary transmitter, pending action on application to install new automatic frequency control.

WEAI, Ithaca, N. Y.—Granted authority to use frequency monitor that was built in laboratories of Cornell University for purpose of testing frequency of WEAI in accordance with Rule 145.

WKBH, La Crosse, Wis.—Granted authority to operate unlimited time during time that KSO is not in operation.

WCAT, Rapid City, S. D.—Granted authority to suspend operation from June 23 to September 12, vacation period of South Dakota School of Mines.

KWEA, Shreveport, La.—Granted authority to discontinue operation for a period to end not later than Oct. 1.

WMBC, Detroit—Granted extension of program test period 15 days from July 1, pending action on application for license covering CP.

Set for hearing: NEW, J. B. Taylor, Aberdeen, S. D.—Requests CP 920 kc., 500 w., D.; WHEF, Kosciusko, Miss. —Requests modification of CP to move station to Robert E. Lee Hotel, Jackson, Miss.

NEW, Thomas Edward Williams, Abilene, Tex.—CP, 1420 kc., 100 w., unlimited time (facilities of KFYO).

KVOA, Tucson, Ariz. (Ex. Rep. 364)—Denied modification of license to change time from half time to unlimited, reversing Examiner Yost.

KGMP, Elk City, Okla. (Ex. Rep. 359)—Revoked license, reversing Chief Examiner Yost; denied CP to move transmitter and make changes in equipment, sustaining Examiner Yost; denied renewal of station license to operate on 1210 kc., 100 w., unlimited time, reversing Examiner Yost; denied assignment of license to D. R. Wallace, sustaining Examiner Yost; denied consent to assignment of license to E. M. Woody, reversing Examiner Yost; E. M. Woody granted CP to move studio and transmitter locally and make changes in equipment, sustaining Examiner Yost.

NEW, Charles L. Bennett, Jamaica, N. Y. (Ex. Rep. 367)—Denied with prejudice application for a new station to operate on 1210 kc., 100 w., to share with WGBB, WCOH and WJBI, sustaining Chief Examiner Yost.

NEW, Louisiana Broadcast Co., Baton Rouge, La. (Ex. Rep. 371)—Denied by default application for new station to operate on 1310 kc., 100 w., unlimited time (facilities of KMLB, KRMD and WTSL).

KXO, El Centro, Cal.—Experimental clause providing for operation on 1500 kc., experimentally, removed from license and provision made regular instead of experimental.

NEW, Thirty-First St. Baptist Church, Indianapolis—Action of the Commission of June 21, designating this application for hearing, reconsidered and granted, authorizing a new station to operate on 600 kc., 250 w., D.

JULY 5

WMCA, New York—Granted CP to install new auxiliary transmitter to be used for emergency purposes only, at studio location; 500 w.

WWSW, Pittsburgh—Granted CP to install new equipment and to increase D. power from 100 to 250 w.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

WEBC, Superior, Wis.—Granted CP to make changes in equipment and move transmitter locally; also to use auxiliary transmitter while moving.

WQDM, St. Albans, Vt.—Granted consent to voluntary assignment of license to A. J. St. Antoine and E. J. Regan.

WTAR, Norfolk, Va.—Granted authority to operate with reduced power of 140 w. for period of 15 days, while high voltage transformer is being repaired.

WNBX, Springfield, Vt.—Granted CP to install new equipment and change frequency from 1200 to 1260 kc.; increase power from 10 w. to 250 w. and hours of operation from sharing with WCAX to D. only, and to move station locally from Main Street to 1¾ miles from Springfield.

WSM, Nashville, Tenn.—Granted modification of CP to extend completion date to August 17, 1932.

WSB, Atlanta—Granted modification of CP for a new site for 50-kw. transmitter.

WNBO, Silver Haven, Pa.—Granted license covering installation of new equipment.

KMBC, Kansas City, Mo.—Granted 10-day extension of equipment test period.

WKBB, E. Dubuque, Ill.—Granted permission to take depositions in case of WKBB, requesting change in frequency and time of operation.

WLAP, Louisville, Ky.—Requests CP to change frequency from 1200 kc. to 940 kc.; increase power from 100 w. night, 250 w. D., to 1 kw. (facilities of WFIW); set for hearing.

WBK, Cleveland, O.—Denied authority to operate with 2½ kw. D. as applied for in application which has been designated for hearing.

WCAP, Asbury Park, N. J.—Denied authority to increase power from 500 to 1000 w. experimentally, for period July 1 to Sept. 5.

JULY 8

WFDW, Anniston, Ala.—Granted authority to remain silent until August 1.

WTFI, Athens, Ga.—Granted consent to voluntary assignment of license to Liberty Broadcasting Co.

KLCN, Blytheville, Ark.—Granted authority to remain closed until Sept. 22, or until necessary apparatus and approved frequency monitor are installed to permit operation in compliance with Rule 144 and 145.

WNBO, Silver Haven, Pa.—Denied request for reconsideration of Commission's decision to move transmitter to Elrama, Pa., change time to unlimited, increase day power and remove temporary clause from license. This application has been set for hearing.

NEW, Koro, Ltd., Eureka, Cal.—Denied CP for new station, 1500 kc., 100 w., unlimited.

KRE, Berkeley, Cal.—Application for modification of license 1370 kc., 100 w., unlimited time, dismissed at request of applicant.

NEW, A. V. Tidmore, Hagerstown, Md. (Ex. Rep. 366)—Granted CP to operate on 1210 kc., 100 w., D., sustaining Examiner Yost.

NEW, U. S. Radio & Television Corp., Marion, Ind. (Ex. Rep. 368)—Granted CP for experimental visual station and CP for special experimental sound track, frequencies 43 to 46, 48.5 to 50.3, 60 to 80 megacycles, 1 kw., unlimited time, sustaining Examiner Pratt.

NEW, Radio Engineering Labs., Inc., Long Island, N. Y. (Ex. Rep. 369)—Denied CP for visual broadcasting station, sustaining Examiner Pratt.

KGBX, St. Joseph, Mo. (Ex. Rep. 379)—Granted CP to move station from St. Joseph to Springfield, Mo., frequency 1310 kc., 100 w., unlimited time when WOQ is not operating; experimentally when WOQ is operating, sustaining Examiner Yost.

KRMD, Shreveport, La. (Ex. Rep. 373)—Granted renewal of license to operate on 1310 kc., 50 w., share with WTSL. Applicants requesting facilities of KRMD failed to appear at hearing. Examiner Yost sustained.

Oral argument before the whole Commission, to be held September 7, was granted in the matter of the applications of W. H. Allen & Co., Alexandria, La., requesting the facilities of KWEA, and renewal of license and CP to move to Baton Rouge in the case of KWEA. This case was heard March 31 before Examiner Hyde, who recommended that all applications be denied.

KFYR, Bismarck, N. D.—Granted special authority to operate on Saturdays from 12:30 to 1 p.m., CST, beginning July 9, for summer months, and in no event later than 3 a.m., EST, Sept. 1, provided KFDY remains silent.

KFDY, Brookings, S. D.—Granted special authority to operate on Saturdays from 2 to 2:30 p.m., CST, beginning July 9, for the summer months, and in no event later than 3 a.m., EST, Sept. 1, provided KFYR remains silent.

JULY 12

WJBI, Red Bank, N. J.—Granted CP to make changes in equipment.

WCGU, Brooklyn—Granted authority to install automatic frequency control, and permission to use transmitter of WFOX during installation.

The following stations were granted suspension of working Rule 145 until Sept. 1, pending the testing of frequency monitors at the Bureau of Standards which have been ordered: WCAL, Northfield, Minn.; KPOF, Denver; WCAX, Burlington, Vt.; WORK, York, Pa.; WCBS, Springfield, Ill.; KVVO, Missoula, Mont.; KSEL, Pocatello, Idaho; WRAK, Williamsport, Pa.; KGEK, Yuma, Ariz.; WCBD, Zion, Ill.; KXL, Portland, Ore.;

KTFI, Twin Falls, Idaho; WBTM, Danville, Vt.; WBMS, Hackensack, N. J.; KGFX, Pierre, S. D.; WKBH, LaCrosse, Wis.; WKBZ, Ludington, Mich.; WWRL, New York; WERE, Erie, Pa.

KMBC, Kansas City, Mo.—Granted authority to extend test period for 10 days. (Action taken July 9.)

NEW, Cannon System, Ltd., Glendale, Cal.—Granted permission to take depositions in rehearing on applicant's appeal set for hearing July 22.

KSOO, Sioux Falls, S. D.—Granted special authority to continue operating daily until 6:30 p.m., CST, and on Sunday nights beginning at 9:30 p.m., CST, with reduction of power to 1 kw. Authorization subject to cancellation at any time without prior notice to licensee.

Set for hearing: NEW, Anthony F. Crisselli, Long Island City, N. Y.—Requests CP 1500 kc., 100 w., share with WMIL, WWRL, WMPQ (facilities of WLBX).

WWRL, Woodside, L. I.—Requests modification of license to increase hours of operation to half time, sharing with WMIL, WMBQ. (Facilities of WLBX.) Heretofore shared with WMIL, WMBQ and WLBX.

WMBQ, Brooklyn, N. Y.—Requests modification of license to increase hours of operation to 9 hours, dividing with WMIL, WWRL and WLBX and facilities of WLBX.

NEW, J. B. Sanders, Center, Tex.—Requests CP, 1310 kc., 100 w. specified hours (facilities of KFPM).

KSOO, Sioux Falls, S. Dak.—Renewal of license set for hearing because facilities of station have been applied for. Temporary license issued pending outcome of hearing.

The experimental clause was removed from the licenses of the 13 stations: (see special article on this page).

Examiners' Reports . . .

KTAB, San Francisco—Chief Examiner Yost recommended (Report 383; Docket 1564) that application for renewal of license be granted although he found certain programs were not in public interest.

KNOW, Austin, Tex., and NEW, Q. C. Taylor, Austin—Examiner Hyde recommended (Report 384; Dockets 1555 and 1483) that KNOW be granted renewal of licenses on temporary basis pending a further investigation and that application of Taylor be denied.

WNBW, Carbondale, Pa.—Chief Examiner Yost recommended (Report 385; Dockets 1280 and 1655) that application for renewal of license on 1200 kc., unlimited time with 10 w. be granted and that second application for CP to increase power to 100 w. be granted with provision that station operate D. only instead of unlimited time.

KFWF and WIL, both of St. Louis—Examiner Pratt recommended (Report 386; Dockets 1292, 1531 and 1532) that application of American Legion, Department of Missouri, for CP on 1200 kc. with 100 w. unlimited be denied, that application of KFWF for renewal of license be denied and that application of WIL for renewal of license and full time be granted.

WJW, Mansfield, O.—Examiner Hyde recommended (Report 387; Docket 1574) that application for CP to move station to Akron, O., be denied on ground of failure to show Akron's need for service and lack of financial ability of applicant.

Field Intensity Tests

RADIO FIELD INTENSITY measurements form an accurate basis for estimates of the effectiveness of broadcasting stations, since this is known to be proportional to the square root of the power used. However, the relations between effectiveness, frequency, and distance are much more complicated and may only be determined in practice by means of measurements of field intensity.

Thousands of measurements of daytime field intensities have been made by the Bureau of Standards at various distances from broadcasting stations in the eastern part of the United States. These measurements form the basis for estimates of the effectiveness at various distances of stations broadcasting on various frequencies; it was found that halving the frequency increases the effectiveness about five times for the same power and at the same distance.

The measurements were found to be in good agreement with a theory given by Sommerfeld as early as 1909. With the aid of this theory, it was possible to estimate the daytime effectiveness of any broadcasting station east of Chicago and at any distance from the station, and this has now been prepared in the form of a graph. The complete report on this work will be published in the April JOURNAL OF RESEARCH of the Bureau of Standards.

"RADIO—The Assistant Teacher" is the title of a pamphlet just published on the history and development of educational broadcasting. It was written by B. H. Darrow, founder and director of the Ohio School of the Air.

Lord & Thomas Installs RadioProgramRecording

TO RECORD and preserve the Lucky Strike programs exactly as they are broadcast, Lord & Thomas, leading agency in the placing of radio advertising, has purchased special phonograph disk recording and reproducing apparatus from RCA Victor Co. Other agencies are expected to follow its example in order to make their radio presentations available for "future reference."

The recording apparatus consists of two turntables, an amplifier and volume control, a two-button studio microphone and a loud speaker. The records may be made by simply placing the microphone before the loud speaker of an ordinary radio set. The recordings are 33 1/3 r.p.m. on 12-inch records, permitting 15 minutes of playing.

Sound Absorption Meter

THE RATE at which a sound dies out in a room, or its rate of decay, is most important in measuring the sound absorption of materials designed to correct acoustical defects in auditoriums, theaters, or other places of assembly or entertainment.

Four different electrical recording methods for measuring the rate of decay of sound in a room have been used at the Bureau of Standards during the last few years. The latest of these methods is almost entirely automatic in operation, thus eliminating the human element which has been associated with reverberation measurements in the past. A method described by the Bureau works through a large range of sound intensity. Observations are made at definite intervals and the rate of decay is accurately known through the whole range.

In Research Paper No. 457, published in the July Bureau of Standards JOURNAL OF RESEARCH, a special relay device is described which uses a pentode tube as an oscillator. The oscillator acts as a "trigger" circuit to stop an electrical timer as the sound decays to a definite level. An apparatus consisting of three relays and series of cams driven by an electric motor with a high reduction gear provides an automatic control for the reverberation meter.

Washington Visitors*

Walter C. Evans, Westinghouse, Pittsburgh
S. M. Stewart, KWEA, Shreveport, La.
Samuel Benjamin, WERE, Erie, Pa.
Arthur Lynch, Triad Manufacturing Co., Pawtucket, R. I.
Dr. Leon Levy, WCAU, Philadelphia
Frank W. Wozencraft, RCA, New York
Gardner Cowles, Jr., KSO, Clarenda, Ia.
Lee Greer, WIAS, Ottumwa, Ia.
Harry Shaw, WMT, Waterloo, Ia.
Virgil Evans, WSPA, Spartanburg, S. C.
J. O. Maland, Peter McArthur and Paul Loyet, WHO-WOC, Des Moines-Davenport, Ia.
Gordon Willox, WDBO, Orlando, Fla.
Miss Edith M. Stone, CBS, New York
Benedict Gimbel, Jr., WIP-WFAN, Philadelphia
W. H. Fortington, International Broadcasting Equipment Co., Chicago
Leland S. Bisbee, Sparks-Withington Co., Jackson, Mich.
Frank Mason, NBC, New York
John Gillin, Jr., WOW, Omaha

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *July 1 to July 14.*

13 Increases in Power Are Made Permanent

THIRTEEN regional and local stations holding experimental authorizations for increased power were granted regular licenses for the extra powers in actions taken July 12 by the Radio Commission on motion of Vice Chairman Sykes. The stations are: WIBW, Topeka, Kan.; WJAR, Providence; KFEL and KFXF, Denver; WLBZ, Bangor, Me.; WLBW, Oil City, Pa.; WSAZ, Huntington, W. Va.; WKBC, Birmingham; WIOD, Miami Beach, Fla.; WTJS, Jackson, Tenn.; WOI, Ames, Ia.; WGES, Chicago, and KFYR, Bismarck, N. D.

Some of the decisions, it was explained, merely ratified previous actions of a similar nature. The step was decided upon in view of the fact that experimental grants of this character are charged to state quotas under the rules and regulations anyway. Two of the stations—WIBW and WJAR—are on Canadian shared channels presumably relinquished under the recent U. S.-Canadian allocations agreement.

With the exception of three of the stations, both the Commission engineering and legal divisions had recommended that the experimental clause in the licenses be eliminated. In the cases of KFEL, WIBW, and KFXF, the Commission apparently disregarded objections made by the engineering division, which desired to make additional studies before deciding whether or not the experimental power increases should be made permanent, in view of indefinite information regarding possible interference with other stations on the same or adjacent channels.

It is understood that other cases of experimental power grants and other such assignments will be considered on their individual merits. It is expected that hereafter, instead of including an experimental clause in the regular station license, separate experimental licenses will be assigned for such portions of a station's facilities as are experimental.

The stations awarded the regular power increases, and their present assignments follow:

WJAR—500 watts daytime made permanent on Canadian shared channel of 720 kc.

WLBZ—500 watts on 620 kc. made permanent.

WLBW—1 kw. night power on 1260 kc. made permanent.

WSAZ—500 watts day on 580 kc. made permanent.

WKBC—100 watts on 1310 kc. made permanent.

WIOD—1 kw. night on 1300 kc. made permanent.

WTJS—250 watts day on 1310 kc. made permanent.

WOI—5 kw. on 640 kc. made permanent.

WGES—1 kw. from local sunrise to local sunset on 1360 kc. on Sundays only made permanent.

KFYR—2½ kc. day on 550 kc. made permanent.

KFXF—500 watts day and night on 920 kc. made permanent.

KFEL—500 watts day and night on 970 kc. made permanent.

WIBW—1 kw. night and day on Canadian shared 580 kc. made permanent.

AMONG the novel features of the new studios of WCAU at 1622 Chestnut Street, Philadelphia, is wall conditioning to provide "live" and "dead" ends. The half of the walls where the microphones will be placed will be lined with sound absorbing material, whereas the section in which the program is in progress will be lined with a hard finish that will reflect the sounds. The larger studios will utilize a zigzag effect to prevent reverberations.

XUM

Drops Comedians

BECAUSE Clarence Kolb was absent during one program, the Gilmore Oil Co., sponsor, cancelled its contract with Kolb and Dill, comedians, and thus terminated "The Dinglebenders" on NBC's Pacific coast network after four months. The "Gilmore Circus" replaced the comedians.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Two Radio Announcers qualified as musicians, and one combination production manager and musical director who can play piano and pipe organ. State experiences, three references and salary desired. Box 37, c/o BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs—Any make or model—24-hour service. Stretched diaphragm double button repairs $7.50. Others $3.00. Single button repairs $1.50. Write for 1932 Catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, Calif.

Situations Wanted

Former Assistant Secretary Federal Radio Commission desires position with broadcasting station. Since resignation from Commission, I have been engaged in radio broadcasting activities, including sales promotion, program production and general station management. Can furnish references of highest order and can report for work in any part of the country immediately. Address Box 34, BROADCASTING.

Report on KTAB Raps Astrologers

RECOMMENDATION that the license of KTAB, Oakland, Cal., operated by the Associated Broadcasters, Inc., be renewed despite findings that certain programs presented by two astrologers were not in the public interest, and that the station had violated the regulation regarding announcements of mechanical productions, was made to the Radio Commission July 2 by Chief Examiner Ellis A. Yost.

Thomas E. Morgan, manager of KTAB, testified at the hearing that the broadcasts by Kobar and Zoro, astrologers, were concluded prior to May 2, when the controlling interests were transferred to him. Only one complaint was made against Dr. J. Douglas Thompson, a chiropractor, who conducts a health chat series over the station, during the last two years, the report stated.

Correspondence introduced showed that the Kobar and Zoro programs were discontinued when the Radio Commission indicated its disapproval of such broadcasts.

MANY naval aviation planes flying from San Diego to Los Angeles plot their course directly by the carrier waves of KFI's new 50,000 watt transmitter at Buena Park, according to the station's technical force. On taking off from the San Diego field the pilots pick up the carrier waves on their receiving sets, which are equipped with directional antennae, and for the rest of the journey make use of this radio "beacon."

Radio Dressmaker

WDAE, Tampa, Florida, has a new feature. It is a radio dressmaker. Madam La Vitt each Thursday morning gives a minute description of an original model, tells listeners just how to make the costume and, for a small fee, offers to cut an individual pattern. The new feature has had enthusiastic response.

WMAQ School Provides Textbooks for Listeners

THE WMAQ Summer School of the Air inaugurated in Chicago on June 20 provides paper-bound textbooks at a nominal cost to all pupils enrolled. It also furnishes a guide for the leader of the assembled classes.

The radio school makes no pretense of supplanting summer school class instruction but provides a supplementary instruction that is lauded by educators. It offers a primary grade curriculum that is lacking in most summer schools.

University Offers A. B. Degree in Broadcasting

OGLETHORPE University, Atlanta, has announced what is said to be the first course in the world leading to a Bachelor of Arts degree in radio broadcasting. The course will open this fall and will provide training in the technical and administrative branches of station operation. WJTL, which is operated by the university, sells time as does any commercial station.

Northwestern University some time ago announced a course in radio continuity writing but offered no degree for the work.

"Liberal" Mouthpiece

ABOUT $250,000 has been raised for the new equipment and operation of WEVD, the Eugene V. Debs Memorial station in New York, according to New York reports. The station intends to operate as the mouthpiece of "liberalism," with regular discussions by such men as Oswald Garrison Villard, Heywood Broun, Norman Thomas and B. C. Vladeck.

New York Broadcasters Sued by Watch Company

CHARGING breach of contract, the Waltham Watch Co., Waltham, Mass., filed suit in the Supreme Court in New York City July 2 to recover $25,000 from the Federal Broadcasting Corp. and the Century Indemnity Co. The watch company complained that last September it entered into an agreement with the broadcasting company under which the latter undertook to consolidate stations WBNX, WMSG and WCDA, part-time New York stations, and to carry its advertising announcements for one year in return for $25,000.

The Waltham concern alleges that the combination was only partially carried out and that that announcements have been going out since last December over only two of the stations. The indemnity company is named because it signed the bond of the broadcasting company as surety for performance of the contract.

KGMP Ordered Deleted

DELETION of KGMP, Elk City, Okla, operated by Homer F. Bryant, was ordered by the Radio Commission July 1, reversing Chief Examiner Yost. Simultaneously it granted the application of E. M. Woody, Elk City, for a new station to use the KGMP local assignment on 1210 kc. with 100 watts, sustaining the Chief Examiner.

Radio "Scoops" World

(Continued from page 8)

publican convention and 30½ from the Democratic. He was assisted by P. J. Morrison of the AMERICAN staff, Frank Haben Clark and William J. Clark, Jr., the latter formerly with NBC in Chicago. The chief engineer was E. A. Beane, assisted by E. C. Page and Len Carlson.

Altogether, it was a magnificent job magnificently handled by all the radio parties involved. The resolution adopted by the Democratic Convention paying tribute to the way radio handled it for all the world to hear, as offered by Josephus Daniels, Secretary of the Navy in the Wilson administration, was only too well deserved. This writer believes that, if they did not do so, both networks and stations missed a great opportunity to recreate the dramatic moments of the conventions in later years by having recording equipment at hand to transcribe all or part of their broadcasts. This is done regularly by the British Broadcasting Corporation, which records on a device known as a Blattnerphone the speeches and "running commentaries" of news events by announcers on a magnetized steel tape that can be wound up and stored away for reproduction. The BBC has built an entire "library" of Blattnerphone tape recordings.

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Because we make sound absorbing materials of all kinds, because our methods of sound insulation may be applied to floors, walls, ceilings, doors and machinery of every type, we are completely equipped to serve you.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interiors follow:

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Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-7, 300 W. Adams St., Chicago.

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